

Hearts2Hearts Brand Ambassador Influence and Consumer Repurchase Intention: A Study of Scarlett Product Users in Jayapura City

Indra Eka Wardana Toii¹, Xenia Irene Sandy Landjang²

^{1,2} Management Study Program, Faculty of Economics and Business, Cenderawasih University, Jayapura, Indonesia

This study aims to examine the influence of the Hearts2Hearts brand ambassador on repurchase intention among Scarlett product consumers in Jayapura City. The use of brand ambassadors has become a key marketing strategy in strengthening consumer perceptions and encouraging repeat purchases, particularly in the skincare and beauty industry. This research employed a quantitative approach using a survey method. Data were collected through structured questionnaires distributed to Scarlett product users in Jayapura City. The sampling technique applied was purposive sampling, targeting respondents who have purchased Scarlett products and are aware of Hearts2Hearts as the brand ambassador. Data analysis was conducted using SmartPLS 4.0 with the Partial Least Squares Structural Equation Modeling (PLS-SEM) method. The measurement model was evaluated through validity and reliability testing, including convergent validity, discriminant validity, composite reliability, and Cronbach's alpha. Furthermore, the structural model was assessed by analyzing path coefficients and hypothesis testing. The results reveal that the Hearts2Hearts brand ambassador has a positive and significant effect on consumer's repurchase intention toward Scarlett products in Jayapura City. This indicates that an effective brand ambassador contributes to stronger consumer confidence and increased intention to repurchase. The findings provide practical implications for marketers in optimizing brand ambassador strategies to enhance consumer loyalty and strengthen market competitiveness.

Keywords: Brand Ambassador, Repurchase Intention, Consumer Behavior, Jayapura City.

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Corresponding Author:

Indra Eka Wardana Toii
Management Study Program, Faculty of Economics and Business, Cenderawasih University
Jl. Kamp Wolker, Kelurahan Yabansai, Jayapura, Papua, Indonesia
indra.toii@feb.uncen.ac.id

1. Introduction

The beauty industry, including skincare, has experienced rapid growth in recent years, both globally and more specifically in Indonesia. This phenomenon is not only influenced by increasing public awareness but also driven by increasingly modern lifestyle changes and advances in digital technology that allow consumers to obtain product information quickly and widely ([1], [2], [3], [4]). In the context of increasingly competitive business competition, companies are required to have innovative and effective marketing strategies to be able to maintain brand existence and build consumer loyalty ([5], [6], [7], [8]). One marketing strategy increasingly used by companies is the use of brand ambassadors as a form of marketing communication aimed at building a positive image, increasing consumer trust, and encouraging repeat purchase decisions for a product ([9], [10], [11], [12]). Brand ambassadors are essentially individuals or public figures chosen by companies to represent brand identity, convey marketing messages, and influence consumer perceptions of a product's quality and credibility ([13]). The use of brand ambassadors is highly relevant because consumers in the digital era tend to be more easily influenced by figures who are considered attractive, have a good reputation, and are able to convey the impression that the promoted product has higher value ([14], [15]). The presence of brand ambassadors can also serve as symbols that strengthen brand positioning in the minds of consumers, thereby encouraging emotional attachment

between consumers and the product ([16], [17]). Selecting the right brand ambassador can increase a company's competitiveness, expand market reach, and strengthen consumer loyalty by forming a deeper psychological connection to the brand ([18], [19]).

One local skincare brand that has successfully gained significant attention from the Indonesian public is Scarlett, a product widely known for its aggressive and innovative marketing strategy, particularly through the use of influencers and brand ambassadors to increase brand awareness and strengthen the brand's image in the market. In an effort to maintain its existence, Scarlett uses Hearts2Hearts as brand ambassadors, which are expected to increase brand appeal and strengthen consumer interest in continuing to use the product. Hearts2Hearts as brand ambassadors have great potential in shaping consumer perceptions because they are considered capable of representing the brand's character as modern, relevant, and close to the younger generation. Thus, the existence of Hearts2Hearts not only functions as a promotional tool but also as a strategy that can influence consumer attitudes and create a drive to make repeat purchases. Repurchase intention is one of the important indicators in measuring the marketing success of a product because it shows the tendency of consumers to make repeat purchases after previous consumption experiences ([20]). Repurchase intention usually arises when consumers are satisfied with the product's quality, trust the brand, and have a positive perception of the benefits provided by the product ([21]). In the skincare industry, repurchase intention is crucial because skincare products are generally used continuously over the long term. Therefore, companies must be able to maintain consistent quality and build strong emotional connections with their consumers. Therefore, repurchase intention not only reflects a company's success in attracting new consumers but also reflects the company's ability to retain existing consumers so they remain loyal and do not switch to competitor's products ([22]).

Jayapura City, as one of the areas experiencing the development of a modern lifestyle, also shows an increasing interest in beauty products and skincare. People in Jayapura, especially the younger generation, are increasingly actively following skincare trends through social media, digital advertising, and recommendations from public figures they consider credible. This makes marketing strategies through brand ambassadors have great potential in shaping consumer behavior in the area. Although Scarlett has achieved high popularity nationally, more specific scientific studies are needed to determine whether the use of the Hearts2Hearts brand ambassador truly has a significant impact on the repurchase intention of Scarlett consumers in Jayapura City. Such research is important because the characteristics of consumer behavior in each region can vary, influenced by cultural factors social media to the level of public acceptance of digital marketing trends. Based on this description, this research is relevant because it can provide a deeper understanding of the influence of the Hearts2Hearts brand ambassador on the repurchase intention of Scarlett product users in Jayapura City. This research is expected to provide academic contributions in the field of marketing, particularly related to brand ambassador theory and consumer behavior in the skincare industry. Furthermore, this research also has practical contributions for Scarlett and other business actors in designing more effective marketing strategies, especially in selecting brand ambassadors that match the characteristics of the target market.

2. Literature Review and Problem Statement

Brand ambassador is widely recognized as an important marketing communication strategy that influences consumer attitudes and purchasing behavior. The effectiveness of a brand ambassador depends on credibility dimensions such as expertise, trustworthiness, and attractiveness, which shape consumer perceptions and strengthen persuasion outcomes ([23]). Similarly, celebrities transfer symbolic meanings such as lifestyle, personality, and social identity to the endorsed brand, allowing consumers to associate themselves with the brand through the ambassador's image ([24]). Brand ambassadors play a crucial role because consumers tend to evaluate products not only based on functional benefits but also on perceived trust and brand image. Previous studies have shown that brand ambassadors can significantly enhance

brand equity, influence consumer trust, and strengthen purchase-related intentions, especially in industries driven by lifestyle trends and social media exposure ([25], [26], [27]).

Repurchase intention is defined as a consumer's willingness and likelihood to repurchase a product in the future based on previous experiences, satisfaction, and perceived value ([28]). Repurchase intention is considered a critical indicator of long-term business sustainability, as it reflects customer loyalty and reduces marketing costs compared to acquiring new consumers. Theoretically, repurchase intention is strongly influenced by positive brand perception and consumer trust, which are often reinforced by marketing stimuli such as celebrity endorsements ([29]). Empirical evidence suggests that brand ambassador credibility and consumer-brand attachment significantly affect repurchase intention by strengthening emotional engagement and increasing confidence toward product quality ([30], [31], [32], [33]). However, despite extensive research on celebrity endorsement and repurchase intention, limited studies have specifically explored how the Hearts2Hearts brand ambassador impacts Scarlett consumer's repurchase intention in regional markets such as Jayapura City. This indicates a research gap, as consumer behavior and marketing effectiveness may vary depending on local cultural characteristics, digital engagement levels, and consumer exposure to promotional content.

3. Method

Population and Research Sample

This study uses a quantitative approach to examine the influence of Hearts2Hearts brand ambassadors on consumer's repurchase intentions for Scarlett products in Jayapura City. The quantitative approach was chosen because it focuses on objectively measuring variables and examining relationships between variables based on numerical data. The population in this study was all consumers in Jayapura City who knew Hearts2Hearts as the brand ambassador of Scarlett products. Because the population size was not known with certainty, the sampling technique used was purposive sampling, which is a sampling technique with a specific purpose so that subjects were taken from a population selected based on certain objectives and considerations according to the characteristics required in a study. The selected criteria were domiciled in Jayapura City, knowing Hearts2Hearts as the brand ambassador of Scarlett products, and being at least 17 years old. The number of samples in this study was 100 respondents who were considered to have met the minimum requirements in the Structural Equation Modeling Partial Least Squares (SEM-PLS) analysis which accommodates complex relationships between variables while the data sample size is small ([34].

Data collection technique

Data were collected using a structured questionnaire based on the indicators of each research variable. Each statement item was measured using a five-point Likert scale, ranging from 1 (Strongly Disagree), 2 (Disagree), 3 (Neutral), 4 (Agree), and 5 (Strongly Agree). The questionnaire was distributed through the online platform WhatsApp Messenger in Jayapura City, considering that the city is a center of economic activity and has a relatively high level of internet usage.

Data Analysis Techniques

Data analysis was conducted using the SmartPLS 4.0 application using the SEM-PLS approach. The analysis phase includes two main stages: evaluation of the measurement model (outer model) and evaluation of the structural model (inner model).

Outer Model Evaluation

Outer model evaluation is carried out to test the validity and reliability of the construct, which includes Convergent validity test, through outer loading value (> 0.70) and Average Variance Extracted (AVE > 0.50); Discriminant validity test, through Fornell-Larcker criteria and cross loading; Reliability test, through Composite Reliability and Cronbach's Alpha values (> 0.70).

Inner Model Evaluation

Inner model evaluation was conducted to examine the relationship between latent variables and test the research hypothesis. Testing included the R-Square (R^2) value to determine the ability of the Hearts2Hearts brand ambassador variable to explain the repurchase intention variable; Path coefficient significance test using the bootstrapping procedure with a significance level of 5% ($\alpha = 0.05$), which was indicated by the t-statistic and p-value.

The model used in this study is presented in the following figure:



Figure 1. Research Conceptual Framework

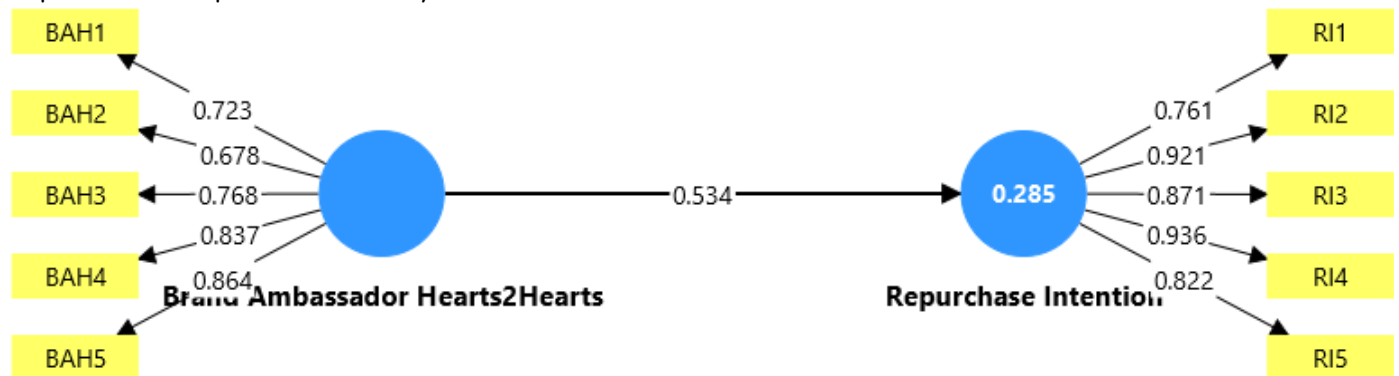
The hypothesis obtained from Figure 1 is as follows:

H1: Brand Ambassador Hearts2Hearts (X) Has a Positive and Significant Influence on Repurchase Intention (Y).

4. Results And Discussion

Outer Model

Outer model measurements are used to test Convergent Validity, Discriminant Validity, AVE, Cronbach's Alpha and Composite Reliability.



Source: Output data processed with SmartPLS 4.0, 2026

Figure 2. Outer Model

Convergent Validity

Table 1. Convergent validity

	Brand Ambassador Hearts2Hearts	Repurchase Intention
BAH1	0.723	
BAH2	0.678	
BAH3	0.768	
BAH4	0.837	
BAH5	0.864	
RI1		0.761
RI2		0.921
RI3		0.871
RI4		0.936
RI5		0.822

Source: Output data processed with SmartPLS 4.0, 2026

Based on Figure 2 and Table 2, it is known that each indicator in each variable in the study meets the convergent validity criteria with a value of > 0.7 , so it is called Valid except variable BAH2 because BAH2 has a value of 0,678 which is < 0.7

Discriminant Validity

Table 2. Discriminant validity

	Brand Ambassador Hearts2Hearts	Repurchase Intention
BA1	0.723	0.335
BA2	0.678	0.214
BA3	0.768	0.445
BA4	0.837	0.481
BA5	0.864	0.496
PI1	0.360	0.761
PI2	0.542	0.921
PI3	0.414	0.871
PI4	0.574	0.936
PI5	0.350	0.822

Source: Output data processed with SmartPLS 4.0, 2026

Based on Table 3, the cross loading factor value for each indicator on its construct is greater than that of other constructs, which can be concluded to meet the discriminant validity criteria.

Average Variance Extraded (AVE)

Table 3. Average Variance Extraded (AVE)

Variables	AVE	Criteria	Information
Brand Ambassador Hearts2Hearts	0.604	>0.5	Valid
Repurchase Intention	0.748	>0.5	Valid

Source: Output data processed with SmartPLS 4.0, 2026

Based on Table 4, it is known that each variable in the study has an AVE value > 0.5 , where all variables are declared valid and meet the Average Variance Extraded (AVE) criteria.

Composite Reliability

Table 4. Composite Reliability

Variables	Composite Reliability	Criteria	Information
Brand Ambassador Hearts2Hearts	0.883	>0.7	Reliability
Repurchase Intention	0.936	>0.7	Reliability

Source: Output data processed with SmartPLS 4.0, 2026

Based on Table 5, it is known that each variable in the study has a composite reliability value > 0.7 so that all variables are declared reliable and meet the composite reliability criteria.

Cronbach's Alpha

Table 5. Cronbach's Alpha

Variables	Cronbach's Alpha	Criteria	Information
Brand Ambassador Hearts2Hearts	0.839	>0.7	Reliability
Repurchase Intention	0.915	>0.7	Reliability

Source: Output data processed with SmartPLS 4.0, 2026

Based on Table 6, it is known that each variable in the study has a Cronbach's alpha value > 0.7 so that all variables are declared reliable and meet the Cronbach's alpha criteria.

Inner Model

Inner model testing includes testing that can show the relationship between independent latent variables and dependent latent variables, where the structural model in question can be described as a hypothesis test, also known as an influence test ([35]. Inner model testing is explained by the R-Square test (coefficient of determination).

Table 6. R-Square

Variables	R-Square	Adjusted R-Square
Repurchase Intention	0.285	0.278

Source: Output data processed with SmartPLS 4.0, 2026

The R-Square test (coefficient of determination) is used to measure the magnitude of the influence of the independent variable on its influence on the dependent variable, where in Table 6 it is known that the repurchase intention variable is influenced by the brand awareness variable by 27.8% and the remaining 72.2% is influenced by other factors not included in the study.

In the use of SmartPLS 4.0, there are criteria for accepting hypotheses which are carried out by bootstrapping which determines the relationship between the influence of independent variables on dependent variables, where a hypothesis can be accepted and is significant if the p-value is <0.5 and the t-statistic value is > t-table (1.96).

Table 7. Path Coefficient Results

	Original (O)	Sample	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics	P Values	Information
Brand Ambassador Hearts2Hearts on Repurchase Intention	0.534		0.563	0.074	7,179	0,000	Accepted

Source: Output data processed with SmartPLS 4.0, 2026

Based on Table 7, it is known that the path coefficient results through the Original Sample (O) column in the results of testing the brand ambassador hearts2hearts variable on repurchase intention obtained a value of 0.534 or 53.4% and the T Statistic result was 7.179 > t-table (1.96) with the conclusion that the hypothesis is accepted and has a positive influence in the relationship between the brand ambassador hearts2hearts variable on repurchase intention which has a level of significance by looking at the P values owned by 0.000 < 0.05 with the conclusion that the brand ambassador hearts2hearts variable has a significant effect on repurchase intention, thus hypothesis 1 (H1) is accepted because the brand ambassador hearts2hearts variable has a positive and significant influence on repurchase intention because the T statistic is greater than the t table (1.96) and P values <0.05.

Discussion

The Influence of Brand Ambassador Hearts2Hearts on Repurchase Intention

The results of the study indicate that the Hearts2Hearts brand ambassador has a positive and significant effect on repurchase intention among Scarlett product users in Jayapura City. This finding indicates that the presence of Hearts2Hearts as a brand representative figure can increase consumers' tendency to make repeat purchases. In the context of modern marketing, brand ambassadors not only function as promotional tools but also as symbols of brand identity that can shape consumer perceptions, emotions, and beliefs about the product ([36]). Therefore, the stronger the brand ambassador's perceived appeal and credibility in the minds of consumers, the greater the likelihood of consumers remaining loyal to the product and making repeat purchases ([37]). The positive influence of Hearts2Hearts brand ambassador on repurchase intention can be explained through credibility aspects that include expertise, trustworthiness to attractiveness where in the skincare industry consumers tend to be more selective because the products used are directly related to skin health, comfort and appearance thus consumers need confidence that the products they use are safe and provide real benefits so that when Hearts2Hearts appears as a brand ambassador consumers can build the perception that Scarlett is a trusted, modern brand to have good quality where this perception then contributes to the formation of trust to psychological comfort which ultimately increases consumer intention to repurchase the same product. In addition, the influence of brand ambassadors on repurchase intention can also be understood through the consumer identification

approach to public figures (consumer identification). Hearts2Hearts as a brand ambassador has the potential to create emotional closeness with consumers, especially for young consumers who actively follow beauty and lifestyle trends through social media. Consumers who feel they have the same style, values and interest in brand ambassadors tend to experience an internalization process where they consider that product use is part of self-expression ([38]). In conditions like this, repeat purchases do not only occur due to functional needs but also due to symbolic and psychological needs, namely the desire to maintain self-image and emotional attachment to the brand associated with the brand ambassador ([39]). Furthermore, the presence of Hearts2Hearts brand ambassadors can also strengthen Scarlett's brand image in the minds of consumers. Brand ambassadors with positive images can create stronger brand associations such as the impression that the product is a quality product, follows trends and is used by reputable figures ([40]). A strong brand image is often an important factor in influencing consumer loyalty. When consumers have a positive experience using Scarlett products, which is then strengthened by the brand image built through Hearts2Hearts, consumers tend to develop the belief that the product is the right choice for sustainable use, which directly impacts increased repurchase intention. In the context of Jayapura City, this finding becomes increasingly relevant because the consumption patterns of the community, especially the younger generation, have been greatly influenced by the development of digital marketing. The presence of Hearts2Hearts in Scarlett's promotional activities can attract consumer attention and expand the reach of marketing communications. In addition, the marketing strategy through brand ambassadors also creates a strong persuasive effect because consumers not only see products through ordinary advertisements but through figures they know and follow, which makes promotional messages easier to accept so that consumers are encouraged to continue using Scarlett products to make repeat purchases, which means that brand ambassadors not only influence the first purchase decision but also build a sustainable psychological drive so that consumers have a tendency to continue buying Scarlett products in the future.

In addition, the results of this study indicate that the use of brand ambassadors can be an effective strategy in building consumer loyalty where loyalty is not only formed from product quality but also from the emotional experience consumers get when interacting with the brand. Hearts2Hearts as a brand ambassador is able to provide this experience through interesting promotional content, a positive image and the ability to build bonds with its fans which makes consumers feel closer to the Scarlett brand and much more confident in the products used, thus increasing consumer loyalty which ultimately contributes to high repurchase intention. Thus, it can be concluded that the positive and significant influence of the Hearts2Hearts brand ambassador on repurchase intention shows that Scarlett has succeeded in utilizing the brand ambassador strategy as a powerful marketing communication tool. This finding implies that companies need to consider the suitability of brand ambassadors with the characteristics of the target market because the success of this strategy depends heavily on how much consumers consider the brand ambassador to be credible, attractive and relevant to their needs and lifestyles. Therefore, the more appropriate the selection of brand ambassadors, the greater the company's opportunity to increase repeat purchases and maintain consumer loyalty in the long term.

5. Conclusion

Based on the results of the research that has been conducted, it can be concluded that the Hearts2Hearts brand ambassador has a positive and significant effect on repurchase intention among Scarlett product users in Jayapura City. This shows that the existence of Hearts2Hearts as a brand ambassador is able to increase consumer interest in repurchasing Scarlett products. This positive influence indicates that Hearts2Hearts is able to build a good perception in the minds of consumers, especially in terms of attractiveness, credibility, and a positive image attached to the brand ambassador, which encourages

consumers to feel more confident, trusting, and interested in continuing to use Scarlett products sustainably. Thus, the strategy of using brand ambassadors can be considered effective in supporting the success of Scarlett marketing, especially in increasing consumer loyalty and maintaining the sustainability of repeat purchases in the local market of Jayapura City. The results of this study can also be a consideration for companies in designing more appropriate promotional strategies through selecting brand ambassadors that suit the characteristics of target consumers. However, this study has several limitations. First, the research was conducted only in Jayapura City, which may limit the generalizability of the findings to other regions with different consumer characteristics. Second, this study only examined the direct effect of the brand ambassador variable on repurchase intention, without including other potential influencing factors such as customer satisfaction, brand trust, brand image, or perceived value. Third, the data were collected using a questionnaire-based survey method, which may contain subjective bias due to respondent's perceptions and personal experiences. Based on these limitations, future research is recommended to expand the study by involving respondents from broader geographical areas to enhance the external validity of the findings. Further studies may also include additional variables such as brand trust, customer satisfaction, brand loyalty, or brand image as mediating or moderating factors to provide deeper insights into consumer repurchase behavior. Moreover, researchers are encouraged to apply mixed methods by combining quantitative and qualitative approaches to gain a more comprehensive understanding of how brand ambassadors influence consumer decision-making. These recommendations are expected to provide opportunities for future research and contribute to the development of marketing and consumer behavior studies.

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