

Determinant of Purchasing Decision on Hand and Body Lotion: Evidence from Indonesia

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ARTICLE INFO

Received:
23 December 2025
Revised:
14 May 2026
Accepted:
17 May 2026
Published:
01 June 2026

ABSTRACT

This study aims to analyze the influence of content marketing, brand awareness, product quality, brand ambassador, and brand image on students' decision to purchase Citra hand and body lotion. This study employs a quantitative research approach. Purposive sampling was used. The research data were collected by distributing questionnaires to 179 active students at three universities. All data were analyzed using multiple linear regression in SPSS version 25. The results of the study show that product quality, the brand ambassador variable, and brand image have significant effects on the decision to purchase. Meanwhile, the content marketing and brand awareness variables indicate that they do not affect purchase decisions. The conclusion of research on superior product quality, the active role of brand ambassadors, and a strong brand image can increase purchase decisions. The implications of this study show that product quality, the role of brand ambassadors, and brand image play a strategic role in influencing purchasing decisions among students. The novelty of this study lies in its focus on students who use hand and body lotion products, showing that purchase decisions are more influenced by product quality, brand ambassador roles, and brand image than by content marketing and brand awareness.

Keywords: Content Marketing; Brand Awareness; Product Quality; Brand Ambassador; Brand Image



Cite this as: Rahmadani, M. F., Astuti, H. J., Rahayu, T. S. M., & Inayah, M. N. (2026). Determinant of Purchasing Decision on Hand and Body Lotion: Evidence from Indonesia. *Jurnal Ilmu Manajemen Advantage*, 10(1), 18–31. <https://doi.org/10.30741/adv.v10i1.1852>

INTRODUCTION

Economic, socio-cultural, and technological developments have led to significant changes in people's lifestyles, thereby encouraging the emergence of various beauty care needs that are now part of basic needs (Anam, Nadila, Anindita, & Rosia, 2021). This phenomenon contributes to increased competition in the cosmetics industry; each brand is trying to develop innovations and marketing strategies to increase consumer interest in its products or services. Various cosmetic brands face intense competition in the skincare industry. The emergence of several new brands through various marketing strategies is a clear testament to the significant progress in the cosmetics industry (Saputri & Novitaningtyas, 2022). Increasingly fierce competition reflects the cosmetics industry's growing complexity, so companies need to be innovative in formulating business strategies aligned with changing market trends. Therefore, companies must adapt to market changes and seize opportunities. To achieve a competitive advantage, companies must recognize market potential and understand consumer preferences (Rosyada, 2022).

This situation reflects the environmental conditions in Indonesia, which demand that companies effectively identify and meet consumer needs for care products. Indonesia is a tropical country that is always exposed to relatively high levels of sunlight throughout the year, so skin care is an important consideration. One of them is the use of hand and body lotion, used to maintain skin health and moisture (Estiningrum & Saryadi, 2025). The image is known as the product, Lotion and body, which is highly popular among adults and is produced by PT Unilever Indonesia. Citra offers many body care series, including body care, facial care, and personal care. Citra is one of the brands that is quite popular. However, data shows a 2% decline from 2024 to 2025, which indicates a change in consumer behavior or increased competitive pressure in the market. This condition shows that high brand popularity and market dominance do not always guarantee stable purchase decisions; in-depth research is needed into the factors that influence purchase decisions to maintain the product's positive positioning and competitiveness amid fierce competition in the body care industry. Changes in consumer behavior can be analyzed through the steps in the decision-making process. According to Kotler et al. (2024), purchase decisions refer to the user's choice of brand to purchase. There are a number of additional factors that can influence a purchase decision, such as content marketing, brand awareness, product quality, brand ambassadors, and brand image.

Content Marketing is one of the marketing strategies that contribute to the formation of consumer purchasing decisions. As stated by Kotler et al. (2017), Content Marketing is a marketing method that focuses on the way of preparation, management, distribution, and optimization of content that is interesting, relevant, and valuable to a specific audience, with the aim of building interaction and connectedness through the presentation of the content. Some previous studies, such as Girsang & Aprinawati (2024), have shown a significant positive impact of Content Marketing on purchase decisions. Contrary to Septiani & Harsoyo's (2025) research, this study finds that content marketing has no significant influence on purchase decisions. The study's results show that content strategy is not always a determinant in purchase decisions; further research is needed in this regard.

In addition to content marketing, brand awareness is another component that contributes to the realization of purchase decisions. According to Kotler et al. (2024), brand awareness refers to the extent to which customers recognize and understand a product's characteristics, the urge to try the product, and the likelihood of making a repeat purchase. The level of brand awareness in the high category describes the customer's ability to easily identify and retain a brand, thereby increasing the likelihood that a brand will be considered in the purchase decision-making process. Results from previous research by Apriliani & Hayuningtias (2023) indicate a significant positive influence on purchasing decisions. Instead, research by Wati et al. (2025) indicates that Brand Awareness has no influence on purchase decisions. Not only brand awareness, which can influence consumer choices, but also consumers' views on the level of product quality that they take into account in the purchase decision-making stage. Opinion Kotler et al. (2024) define product quality as a product that has the capacity to provide added value to consumers through characteristics, performance, and benefits that meet or exceed customer expectations. Some previous studies by Lita et al. (2024) show a significant positive impact on the purchase decision. Contrary to Wijaya et al. (2025), product quality does not significantly influence purchase decisions.

Although product quality plays a role in shaping a purchase decision, it does not completely determine it. Companies need to complement their marketing strategy with efforts to build emotional relationships and brand image through roles like 'brand ambassador,' which can strengthen the positive perception of consumers. According to Kotler et al. (2022), a brand ambassador, namely, the figure appointed by the brand, acts as a symbol, image former, and source of trust that strengthens brand relationships and influences consumer responses. Contribute to building a strong brand reputation and increase user trust, which has influenced purchasing decisions. Some previous research supports this. Badruddin et al. (2025) show a significant positive contribution to the purchase decision. The results presented contradict the findings of the study by Salsabila et al. (2024), which showed that brand ambassadors do not have a significant influence on purchase decisions. The next factor is brand image, which plays an important role in purchasing decisions.

According to Aaker (2025), brand image is a collection of associations tied to a brand, plays an important role in building relationships with consumers, influences purchase decisions, shapes the user experience, and fosters brand loyalty. It can be concluded that a strong brand image is the main factor in creating positive consumer perceptions, thereby increasing consumer trust and motivating customers to make purchase decisions. Previous research by Hayati & Sudarwanto (2024) shows a significant positive influence on the purchase decision. Inversely, the study by Aruna et al. (2024) shows that brand image has no significant effect on the purchase decision. Several previous studies have analyzed the influence of content marketing, brand awareness, product quality, brand ambassador, and brand image on purchase decisions. However, the findings remain inconsistent, and most of these studies examined these variables separately and in different contexts. In addition, previous research tends to focus on products with a general level of consumer involvement, so it does not provide a complete picture of the purchasing decision-making process for routine body care products such as hand and body lotion. Therefore, research that integrates these five variables into a single conceptual framework is still relatively limited, especially in the student segment, which has characteristics of digitally active consumers and is responsive to various forms of marketing communication. Based on these conditions, this study was conducted to fill the theoretical and empirical gap by simultaneously testing the influence of content marketing, brand awareness, product quality, brand ambassador, and brand image on students' decision to purchase Citra hand and body lotion.

THEORETICAL FRAMEWORK AND HYPOTHESES

Purchase Decision

According to Kotler et al. (2024), purchase decisions are the steps customers take to determine which specific brand they will buy. The process explains that several additional factors affect the image of hand and body lotion purchases, such as Content Marketing, Brand Awareness, product quality, Brand Ambassador, and Brand image in decision-making. The existence of these five variables confirms that purchasing decisions are not influenced by a single factor but by the interaction of interconnected marketing components that shape consumer perceptions, beliefs, and preferences for a product.

Content Marketing and Purchase Decisions

Content Marketing it is understood to be a strategic marketing method that involves the process of designing, managing, distributing, and optimizing content that is interesting, relevant, and valuable to a specific target consumer. The strategy is designed to build interactive relationships and strengthen the connection between brands and consumers through interesting content presentation (Kotler et al., 2017). While Putri & Martasya (2023) in Azizah et al. (2025) define Content Marketing as a strategic marketing approach that focuses on the process of designing and disseminating content that is high-value, relevant, and consistent. The main goal of this strategy is to attract and retain consumer attention by clearly identifying consumer actions that provide benefits to the company. The Stimulus-Response (S-R) theory, as described by Watson (1913) in Su & Teo (2025), emphasizes that individual behavior is a direct response to environmental stimuli, without focusing on complex internal mental processes. The presentation of informative, relevant, and interesting content can act as a cognitive stimulus in the consumer decision-making process. Effectively managed content marketing not only helps consumers understand the characteristics of cosmetic products but also fosters trust and interest, thereby driving purchase decisions. When content marketing is irrelevant, it can affect the purchase decision process. Based on research by Girsang & Aprinawati (2024), Azizah et al. (2025), Herman et al. (2023), and research by Hayati & Sudarwanto (2024), Content Marketing has a positive and significant influence on the purchase decision, so the hypothesis proposed:

H1: Content Marketing has a positive and significant impact on Citra hand and body lotion purchase decisions

Brand Awareness and Purchase Decisions

Refers to Kotler et al. (2024). Brand Awareness refers to how much customers know about the product's quality characteristics, how they are encouraged to experiment with use, and how they are reminded to repurchase. As for the opinion of Firmansyah (2019), brand awareness is defined as the capacity of potential consumers to recognize or consider a brand as part of a specific brand group. The S-R theory, as put forward by Watson (1913) in Su & Teo (2025), explains the direct relationship between stimuli and responses and positions individual behavior as a consequence of stimuli from the external environment. Brand awareness emphasizes that a brand's level of consumer recognition and recall plays a strategic role in determining product choices. From the perspective of Stimulus-Response theory, brand awareness serves as an initial stimulus, making it easier for consumers to identify brands among various alternatives, thereby increasing the likelihood of a purchase response. This shows that brand awareness is one of the stimuli that influences the final purchase decision. According to research by Handayani et al. (2024), Sukiman & Salam (2021), and research by Apriliani & Hayuningtias (2023), a significant positive influence on the purchase decision is found, so the hypothesis is formulated:

H2: Brand Awareness has a positive and significant influence on Citra hand and body lotion purchase decisions

Product Quality and Purchase Decision

Kotler et al. (2024) define product quality as a product that generates value for customers through features, performance, and benefits that meet customer expectations. In addition, quality plays an important role in determining the effectiveness of the products and services provided. The Stimulus-Response Theory introduced by Watson (1913) in Su & Teo (2025) affirms the existence of a direct cause-and-effect relationship between stimulus and response, and views individual behavior as the result of stimuli derived from the environment. Product quality serves as an experience-based stimulus directly felt by consumers. A positive perception of cosmetic products' performance, benefits, and safety encourages a rational response of satisfaction and trust, ultimately strengthening consumers' decision to purchase. The findings indicate that product quality is a strategic instrument that not only attracts initial interest but can also influence purchasing decisions. According to research by Apriliani & Hayuningtias (2023), Aghitsni & Busyra (2022), Fatmaningrum et al. (2020), and research by Lita et al. (2024), product quality has a significant positive effect on purchase decisions, so the hypothesis proposed:

H3: Product Quality has a positive and significant effect on Citra hand and body lotion purchase decisions

Brand Ambassador and Purchase Decision

Refer to the opinion of Kotler et al. (2022). A brand ambassador is the figure chosen by the brand who serves as a representative, image bearer, and source of trust, strengthening the relationship between consumers and the brand and influencing how consumers respond to it. The S-R theory, introduced by Watson (1913) and discussed in Su & Teo (2025), explains the direct relationship between stimulus and response. The use of public figures as brand representation can function as an effective and symbolic stimulus. The credibility, appeal, and suitability of the brand ambassador's image in relation to consumer characteristics contribute to building emotional attachment, thereby increasing consumers' tendency to choose products. The findings indicate that brand ambassadors are not just advertisements, but persuasive instruments that can influence decisions through consumer self-identification with the figure. According to research by Apriliani & Hayuningtias (2023) and research by Badruddin et al. (2025), a brand ambassador has a significant positive influence on the purchase decision. The hypothesis that has been formulated is:

H4: Brand Ambassadors have a positive and significant influence on Citra hand and body lotion purchase decisions

Brand Image and Purchase Decision

Based on Aaker's (2025) Definition of Brand image, it is a set of associations attached to a brand that serves as an important means of building a connection between the brand and the consumer. It

influences the decision-making process, shapes the consumer experience with the product, and encourages consumer loyalty to the brand. As Keller (2013) describes, Brand image is the perception of a brand concept held in consumers' minds, built through various brand associations, including attributes, values, and experiences stored in consumers' memories. The Stimulus-Response (S-R) Theory, put forward by Watson (1913) in Su & Teo (2025) Explain the direct relationship between stimuli and responses. Positive perceptions and associations of brands play an important role in shaping consumer attitudes. A strong brand image serves as a long-term perceptual cue that reinforces consumer preferences and encourages consistent purchasing behavior. A strong brand image can turn passive perceptions into active buyer engagement. According to research by Aziz et al. (2024), Hayati & Sudarwanto (2024), Handayani et al. (2024), Hutagaol & Safrin (2022), Lita et al. (2024), and research by Rosanti et al. (2021), brand image has a significant positive influence on the purchase decision, the hypothesis proposed:

H5: Brand Image has a positive and significant impact on Citra hand and body lotion purchase decisions

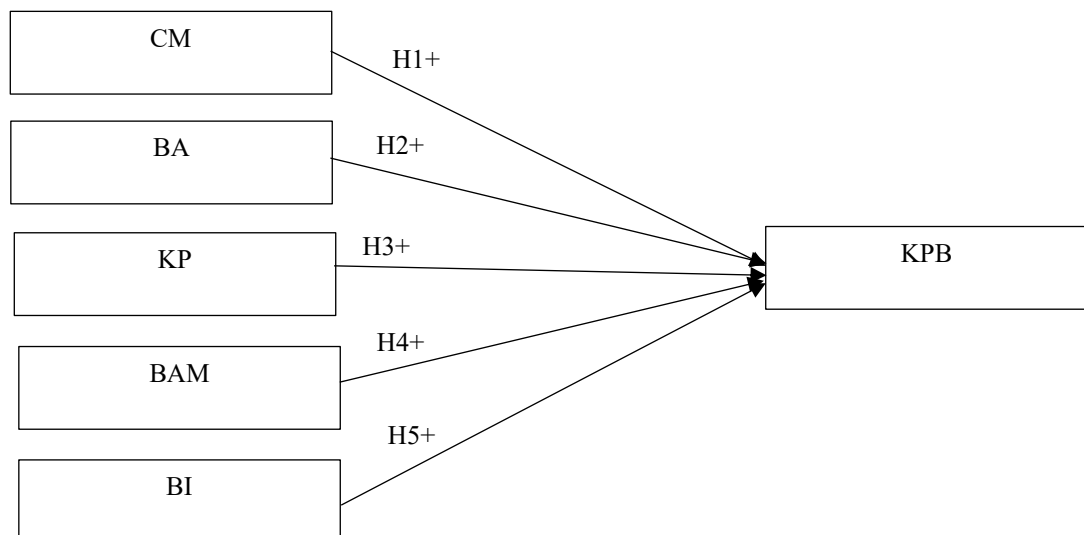


Figure 1. Conceptual Model

Source: Developed by the author (2026)

Based on Figure 1, a framework for thinking about purchasing decisions caused by content marketing, brand awareness, product quality, brand ambassador, and brand image is presented.

METHODS

This study applies quantitative research methods, as described by Sugiyono (2013), who stated that a scientific approach based on the positivist paradigm serves as the basis for studying phenomena within certain populations or samples. Data processing is carried out using research instruments, while data analysis is conducted numerically or statistically, primarily to test predetermined hypothesis formulations. In this study, the data used was primary data, and the collection was carried out through the distribution of questionnaires using purposive sampling techniques with the following criteria: 1) having purchased Citra hand and body lotion. 2) Knowing Lyodra as the brand ambassador of Citra hand and body lotion. Which is distributed using Google Forms. The measurement stages in this study were conducted on a Likert scale from 1 to 5. The population in this study comprises active students at Purwokerto: Jenderal Soedirman University, Prof. K.H. Saifudin Zuhri State Islamic University, and Muhammadiyah Purwokerto University. The sample

size determination uses the rule-of-thumb formula described by Hair et al. (2010). The minimum sample size is 5 times the number of indicators, with the relevant sample size generally in the range of 100 to 200.

$$\text{Minimum sample } 28 \times 5 = 140$$

$$\text{Maximum sample } 28 \times 10 = 280$$

In this study, purchase decisions are the dependent variables, and the independent variables are Content Marketing, Brand Awareness, Product Quality, Brand Ambassador, and Brand Image. Variable indicators of purchase decisions based on opinions, Kotler & Keller (2016), *problem recognition* (identification of needs/problems), *Information Search* (search for information), *evaluation of alternatives* (alternative evaluation), *Purchase decision* (purchase decision), and *Post-purchase behavior* (post-purchase behavior). According to Milhinhos (2015) in Pasaribu et al. (2023), Indicators to assess the effectiveness of content success are relevance, accuracy, value, ease of understanding, and ease of finding. According to Aaker (2018), in Dwiputri et al. (2024), brand awareness indicators include *Unaware of Brand* (not aware of the brand), *Brand Recognition* (brand recognition), *Brand recall* (rebrand upgrade), and *top of mind awareness* (Mindfulness). According to Tjiptono (2022), product quality encompasses eight interrelated scopes that can affect each other: performance (*Performance*), features (*Features*), reliability (*Reliability*), conformity with specifications (*conformance to specifications*), durability (*Durability*), *Serviceability*, aesthetics, and perception of quality (*perceived quality*). According to Greenwood (2013), Brand Ambassador indicators are divided into 3: *Transfer*, *Attractiveness*, and *Congruence*. Furthermore, this study obtained 179 respondents. In this study, the analysis method used was multiple regression in SPSS for Windows version 25. The use of multiple linear regression is based on the research objective of testing the direct influence of several independent variables on purchasing decisions, without examining complex structural relationships. The regression equation model used:

$$KPB = \alpha + \beta_1 CM + \beta_2 BA + \beta_3 KP + \beta_4 BAM + \beta_5 BI + e$$

Description :

KPB	: Purchase Decision
α	: Constant
$\beta_1 \beta_2 \beta_3 \beta_4 \beta_5$: Regression Coefficient
CM	: Content Marketing
BA	: Brand Awareness
KP	: Product Quality
BAM	: Brand Ambassador
BI	: Brand Image
e	: Error

RESULTS AND DISCUSSION

This study included 179 respondents who used the Citra brand *hand and body lotion* among students in Purwokerto. Based on gender, the majority of respondents were women (143, 79.9%), while men accounted for 36 (20.1%). The dominance of female consumers indicates that body care products, such as *hand and body lotion*, are more widely used by women, making this group the main market for this study. Based on age characteristics, the majority of respondents (175, 97.8%) were in the 18-25 age group, which is generally the age range of students, as students are still in a consumptive phase. The results of this study show that the research sample aligns with the applied population targets. In terms of study programs, respondents came from various majors, with the largest number from the Management program, 41 people (22.9%). Although there is considerable variation between study programs, this distribution shows that the research reaches students with diverse academic backgrounds. Based on the university's origin, the most respondents came from Jenderal Soedirman University with 104 people (58.1%), followed by the State Islamic University Prof. K.H.

Saifuddin Zuhri with 30 people (16.8%) and the University of Muhammadiyah Purwokerto with 45 people (25.1%). This is natural, considering that UNSOED is the largest university in the Purwokerto area, with more students than other universities. The characteristics of pocket money in the range of Rp 1,000,000 to Rp 3,000,000 indicate that most students have an intermediate level of financial ability, allowing them to buy body care products regularly. Meanwhile, 60 respondents (33.5%) had pocket money of less than IDR 1,000,000, and 19 respondents (10.6%) had pocket money of more than IDR 3,000,000.

Test Instruments

Validity Test

Validity testing is carried out to assess the questionnaire instrument's ability to measure exactly what it should. A questionnaire is considered valid if the items it contains effectively present and describe the variables to be studied (Ghozali, 2018). Validity is measured using Pearson's bivariate (Product-Moment) correlation. A validity test is declared to meet the criteria if r count is greater than r table; if r count is below r table, then the questionnaire item is declared invalid. Table 1 shows that the r -value of the table with sig 5% is 0.148. Then the results of the calculation of the validity test can be declared valid on the basis that all questionnaire items are calculated higher than r tables. The results are in line with the opinion Ghozali (2018) Thus, the analysis is forwarded to the next stage of testing.

Table 1. Validity Test

Variable	Indicator	r count	Cronbach's Alpha
Content Marketing	Relevance	0,656	0,895
	Accuracy	0,729	
	Worth	0,724	
	Easy to understand	0,711	
	Easy to find	0,556	
Brand Awareness	Milhinhos (2015) in Pasaribu et al., (2023)		0,891
	Unaware of the brand	0,612	
	Brand recognition	0,595	
	Brand recall	0,692	
	Top of mind awareness	0,685	
Product Quality	Aaker (2018) in Dwiputri et al. (2024)		0,880
	Performance	0,675	
	Features	0,661	
	Reliability	0,778	
	Conformance to specifications	0,740	
	Durability	0,730	
Brand Ambassador	Serviceability	0,731	0,904
	Aesthetics	0,731	
	Perceived quality	0,706	
	Transfer	0,617	
	Attractiveness	0,689	
Brand Image	Congruence	0,622	0,897
	(Greenwood, 2013)		
	Corporate (image maker)	0,639	
Purchase Decision	User image	0,705	0,882
	Product image	0,714	
	Biel (1992) in Firmansyah (2019)		
	Problem recognition	0,676	
	Information search	0,644	

Evaluation of alternatives	0,740
Purchase decision	0,719
Postpurchase behavior	0,698
(Philip Kotler & Keller, 2016)	

Source: Data processed in 2025

Reliability Test

Reliability is an instrument used to assess the consistency of questionnaires that serve as indicators of variables and research constructs. Questionnaire instruments are considered reliable if individuals' responses to each statement are stable and consistent across different time frames (Ghozali, 2018). The reliability testing procedure in this study is based on the Cronbach's Alpha value obtained. If the calculation results indicate a value > 0.60, the questionnaire instrument is considered to have an adequate level of consistency and can be categorized as reliable (Scott, 2013). Based on Table 2, Cronbach's Alpha is obtained. All variables indicate that Cronbach's Alpha > 0.60, with a range of 0.882–0.904; the questionnaire instrument is said to be reliable.

Table 2. Reliability Test

Variable	Cronbach's Alpha
Content Marketing	0,895
Brand Awareness	0,891
Product Quality	0,880
Brand Ambassador	0,904
Brand Image	0,897
Purchase Decision	0,882

Source: Data processed in 2025

Classic Assumption Test

Normality Test

Normality testing was carried out to assess whether the disruptive or residual variables in the regression model were normally distributed. This aspect is important because statistical tests, such as the t-test and the F-test, assume that the residuals are normally distributed. If the assumption is not met, the results of the statistical test are invalid (Ghozali, 2018). Criteria for determining the results of the Kolmogorov-Smirnov normality test. Stipulating that if the significance value exceeds 0.05, the research data is declared to be normally distributed. Based on Table 3, the significance (sig.) is 0.069. According to the reference for making decisions, the significance value (sig.) exceeds 0.05; therefore, the data have a normal distribution.

Table 3. Results of One-Sample Kolmogorov-Smirnov Test

One-Sample Kolmogorov-Smirnov Test		
	Unstandardized Residual	Remarks
N	179	
Asymp. Sig. (2-tailed)	0,069	Normal distribution

Source: Data processed in 2025

Multicollinearity Test

Multicollinearity tests are shown to identify linear relationships between independent variables in a regression model. A decent regression model should not reveal a correlation between independent variables. If there is a correlation among the independent variables, the variables are not orthogonal. A variable is declared orthogonal if the relationship or correlation between the independent variables is zero. The analysis was carried out to identify the possibility of multicollinearity in the regression model, which can be assessed by examining the tolerance values and the *Variance Inflation Factor* (VIF) (Ghozali, 2018). If the tolerance value > 0.10, there is no multicollinearity in the regression;

if the VIF value < 10.00 , there is no multicollinearity in the regression model. Based on Table 4, the multicollinearity test is qualified.

Table 4. Multicollinearity Test

Models	Coefficients		Collinearity Statistics		Remarks
	(Constant)		Tolerance	VIF	
1	CM		0,473	2,113	Multicollinearity does not occur
	BA		0,405	2,471	Multicollinearity does not occur
	KP		0,335	2,986	Multicollinearity does not occur
	BAM		0,581	1,721	Multicollinearity does not occur
	BI		0,532	1,880	Multicollinearity does not occur

Source: Data processed in 2025

Heteroscedasticity Test

The heteroscedasticity test assesses whether the regression model detects differences or inconsistencies in variance across observations (Ghozali, 2018). The heteroscedasticity test using Spearman's Rho showed a significant value. (2-tailed) above 5% (0.05), then it is concluded that no symptoms of heteroscedasticity were found; on the other hand, the value of sig. (2-tailed) Below 5% (0.05), it is concluded that heteroscedasticity is present. Based on Table 5, the heteroscedasticity test is qualified.

Table 5. Heteroscedasticity Test

Spearman's rho		Sig. (2-tailed)		Remarks
	CM	0,056		No symptoms of heteroscedasticity occur
	BA	0,362		No symptoms of heteroscedasticity occur
	KP	0,396		No symptoms of heteroscedasticity occur
	BAM	0,443		No symptoms of heteroscedasticity occur
	BI	0,932		No symptoms of heteroscedasticity occur

Source: Data processed in 2025

Model Feasibility Test

Coefficient Determination Test

The determination coefficient is used to assess the level of conformity (goodness of fit) of a regression model in presenting the diversity of values in bound variables (Ghozali, 2018). Based on the statistical test, the R-squared is 0.672, which means 67.2%. This finding indicates that the variables of content marketing, brand awareness, product quality, brand ambassador, and brand image account for 67.2% of the decision to purchase hand and body lotion, while 32.8% are influenced by other variables not part of this research model.

Goodness of fit

Goodness of fit is used to assess whether all independent variables included in the regression show a stimulant influence on the dependent variable. According to Sugiyono, (2013) The criteria for the decision-making process are determined. If the significance value (p-value) does not reach 0.05, then the null hypothesis is declared rejected, showing that the regression model used is appropriate and can be declared feasible. Based on the F test, an F-count of 74.038 was obtained based on a significance value of $0.000 < 0.05$. So it can be stated that the regression model used is fit.

Multiple Linear Regression Test

Table 6. Hypothesis Testing Results

Models		Coefficient		Standardized Coefficients			Remarks
		Unstandardized Coefficients		Beta	t	Sig.	
		B	Std. Error				
1	(Constant)	0,237	0,212		1,119	0,265	
	CM	0,051	0,061	0,052	0,840	0,402	Not supported
	BA	0,084	0,062	0,091	1,353	0,178	Not supported
	KP	0,328	0,070	0,346	4,663	0,000	Supported
	BAM	0,194	0,050	0,217	3,854	0,000	Supported
	BI	0,274	0,058	0,277	4,701	0,000	Supported

a. Dependent Variable: Purchase Decision (Y)

Source: Data processed in 2025

Multiple linear regression includes a regression model or prediction method that uses more than one independent variable or predictor (Scott, 2013). Based on the results of the hypothesis test in Table 6, content marketing has not been shown to have a significant effect on purchasing decisions (sig. = 0.40 > 0.05). Brand awareness has no significant influence on the purchase decision (sig. 0.17 > 0.05). Then, product quality has a significant impact on the purchase decision (sig. <0.05). The brand ambassador has a significant influence on purchase decisions (sig. < 0.05). Finally, brand image has a significant influence on purchase decisions (sig. < 0.05).

Regression models used:

$$KPB = \alpha + \beta_1 CM + \beta_2 BA + \beta_3 KP + \beta_4 BAM + \beta_5 BI + e$$

$$KPB = 0.237 + 0.051 CM + 0.084 BA + 0.328 KP + 0.194 BAM + 0.274 BI + e$$

- KPB : Purchase Decision
- $\beta_1 \beta_2 \beta_3 \beta_4 \beta_5$: Regression Coefficient
- CM : Content Marketing
- BA : Brand Awareness
- KP : Product Quality
- BAM : Brand Ambassador
- BI : Brand Image
- e : Other variables outside the model

DISCUSSION

The Influence of *Content Marketing* on Purchase Decisions

Based on the analysis, Content Marketing does not influence the purchase decision. When associated with the theory of Stimulus-Response (S-R) put forward by Watson (1913), as presented in Su & Teo (2025), consumer behavior is seen as a direct result of a cause-and-effect relationship between stimuli and the responses they elicit. Content marketing is positioned as an external stimulus expected to prompt consumer responses, such as purchase decisions. However, the research findings show that the marketing content delivered by the Citra hand and body lotion brand does not yet have sufficient power or relevance level to trigger a purchase response. This condition indicates that consumer decisions may be influenced by other stimuli, including first-hand experience with products and perceptions of quality. Most students who are respondents tend to exhibit rational, cautious behavior, so their purchase decisions are based more on the product's benefits and functions than on the appeal of the promotional message. In addition, the high intensity of exposure to digital content on social media can lead to saturation, ultimately reducing the influence of content marketing on purchasing behavior. In the context of regularly used hand and body lotion products, consumers tend to prioritize the product's suitability and usability rather than the marketing message conveyed through digital content. Companies need to strengthen other factors, such as product quality, consumer trust, and product user experience, to drive higher purchase decisions. The success of content marketing depends heavily on the relevance of the content, consumer needs, and the characteristics of the products being marketed. Thus, in line with the S-R theory, relatively weak stimuli through content marketing have not generated significant responses in purchasing decisions. The findings of this study are consistent with previous results by Septiani & Harsoyo (2025) and Apta et al. (2025), which show that content marketing does not have a significant influence on purchase decisions.

The Influence of Brand Awareness on Purchase Decisions

According to the analysis, Brand Awareness does not influence the purchase decision. These findings show that the degree of consumer awareness of Citra hand and body lotion has not directly influenced the purchase decision process, even though the brand is known and familiar to consumers. If reviewed from the theory of Stimulus-Response (S-R) put forward by Watson (1913) in Su & Teo (2025), behavior is seen as a direct consequence of the causal relationship between the stimulus received and the response shown. Brand awareness is positioned as an initial stimulus expected to encourage consumer responses, namely purchase decisions. However, the findings confirm that the level of awareness of Citra hand and body lotion is insufficient to drive direct purchases. This condition shows that even though consumers are familiar with the brand, this familiarity does not necessarily lead to an intention to buy unless it is supported by a more dominant stimulus. Companies also need to pay attention to product quality and marketing strategies that attract consumer interest and trust. With Deming, brand suggestions need to be supported by other factors. In the student group, brand awareness generally plays an early role in the decision-making process, but it is not yet the main factor influencing purchasing choices. Although the image is a well-known brand, consumers face a wide selection of similar products, so purchase decisions are more influenced by assessments of product quality, benefits, and suitability to individual needs. Therefore, in accordance with the S-R theory perspective, brand awareness that functions only at the introduction stage has not produced significant purchase decisions. The output of this research is compatible with previous studies by Wijaya & Sopian (2024) and Wati et al. (2025). Conveying brand awareness does not influence purchase decisions.

The Influence of Product Quality on Purchase Decisions

The analysis shows a significant positive influence of product quality variables on purchase decisions. When viewed through the Stimulus-Response (S-R) theory, as presented by (1913) in Su & Teo (2025), consumer behavior is seen as the result of a direct cause-and-effect relationship between the stimulus received and the response shown. Product quality is positioned as an external stimulus that consumers directly perceive through benefits, safety, and convenience of use. When

consumers receive a stimulus in the form of high-quality hand and body lotion that is perceived as good and that adjusts to their needs, the stimulus encourages the emergence of positive responses, such as increased interest and a decision to buy. In line with the S-R theory perspective, the quality of products experienced by consumers is increasing, leading to stronger responses in the form of purchase decisions. The output of this study has similarities with the findings of previous research, Lita et al. (2024), Fatmaningrum et al. (2020), Aghitsni & Busyra (2022), and research (Apriliani & Hayuningtias, 2023), which indicates that product quality has a positive and significant influence on purchasing decisions. The results of this study give the impression that companies need to maintain and improve product quality in order to be able to meet consumer expectations and improve purchasing decisions. The company not only focuses on promotion, but also ensures that the products offered have benefits, safety, and quality that suit the needs of consumers

The Influence of Brand Ambassadors on Purchase Decisions

According to the output of the variable analysis, Brand Ambassadors significantly positively influence a purchase decision. In the context of the Stimulus-Response (S-R) theory presented by Watson (1913) in Su & Teo (2025), consumer behavior is understood as a direct result of stimulus and response. Brand ambassadors act as external stimuli that are conveyed through appearance, dwarfism, attractiveness, and image suitability with the brand. Lyodra Ginting is a famous singer who was chosen as a Brand Ambassador, demonstrating suitability for the brand it represents and the ability to serve as a stimulus that directs consumer responses to make purchases. When consumers encounter brand ambassadors' hand and body lotion images that are considered attractive and trustworthy, the stimulus triggers positive responses, including increased demand, greater trust, and a greater likelihood of purchase. This shows that consumers not only consider the product's quality but are also influenced by the community leaders who represent it. Brand ambassadors with a positive image can help companies build emotional closeness with consumers and increase consumer confidence in the products they market. Thus, in line with S-R theory, the stronger the influence of brand ambassadors as external stimuli, the more consumer responses are reflected in purchasing decisions. It is therefore reinforced by previous studies, Badruddin et al. (2025), and research (Apriliani & Hayuningtias, 2023), which explains that brand ambassadors have a positive and significant influence on purchasing decisions.

The Influence of Brand Image on Purchase Decisions

Brand image analysis plays a significant positive role in the purchase decision. When viewed through S-R theory, it refers to Watson's (1913) opinion, as cited in Su & Teo (2025): Consumer behavior is understood as a result of the direct cause-and-effect relationship between stimuli and responses. In this context, Brand image It is positioned as an external stimulus formed from consumers' perception of reputation, as well as the value inherent in a brand. When consumers get a stimulus in the form of brand image hand and body lotion, an image that is considered positive and consistent, these stimuli encourage the emergence of favorable responses, such as an increase in the level of trust, interest, and the decision to make a purchase. Consumers tend to choose products with a good image because they are considered more reliable, of higher quality, and able to meet their needs. In body care products such as hand and body lotion, brand image is one of the factors that affect consumer confidence before purchase, especially when consumers are imagining choosing a similar product on the market. Therefore, in line with the S-R theory, the stronger the brand image perceived by the user, the greater the response, as reflected in purchase decisions. These findings are in line with previous results, Aziz et al., (2024), Handayani et al. (2024), Hayati & Sudarwanto (2024), Hutagaol & Saffron (2022), Lita et al. (2024), and research (Rosanti et al., 2021), which proves that Brand image has a significant positive effect on purchasing decisions.

CONCLUSION

These findings conclude that product quality, brand ambassadors, and brand image have a positive and significant influence on students' decision to purchase Citra hand and body lotion in Purwokerto. These findings show that product quality, brand ambassador, and brand image have a positive and significant influence on students' decision to purchase Citra hand and body lotion in Purwokerto. These three variables are the main factors influencing consumers' purchasing choices. Consumers tend to consider product benefits, trust in the brand, and the attractiveness of public figures who own products rather than just promotional exposure. Meanwhile, content marketing and brand awareness did not significantly influence purchase decisions. These results show that digital marketing strategies and brand recognition levels are not necessarily able to encourage consumers to make direct purchases. Consumers prioritize user experience, product quality, and brand confidence over informative marketing communications.

Based on the results of the research, the Adjusted R Square value in the regression model reported in this study was 0.672 (67.2%), indicating that 32.8% of the variance in the purchase decision is explained by other variables. Therefore, the researcher suggests that the next researcher add additional variables that could help explain the limitations of the influence of content marketing and brand awareness on purchase decisions, such as prices, promotions, and others. Suggestions for companies include improving product quality efforts, optimizing the role of brand ambassadors, and strengthening brand image, and these need to be reviewed in relation to the implementation of content marketing and brand awareness strategies to better suit consumer needs.

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