

Research Article

The Influence of Brand Ambassador, Live Streaming, and Price Perception on Consumers' Repurchase Intention for Scarlett Whitening Products on the Shopee Marketplace in Pontianak City

Diva Audia Tania, Muhammad Ebuziyya Alif Ramadhan*, Gun Mayudi

Faculty of Economics and Business, Universitas Muhammadiyah Pontianak, Pontianak, Indonesia, 78124

*Corresponding Author: ebuziyya.alif@unmuhpnk.ac.id

ABSTRACT

This study aims to analyze the influence of brand ambassador, live streaming, and price perception on consumers' repurchase intention for Scarlett Whitening products on the Shopee marketplace in Pontianak City. The approach used is quantitative with an associative research design. Primary data were collected through the distribution of questionnaires to 100 respondents who met the purposive sampling criteria, along with brief interviews as supporting data. Secondary data were obtained from e-commerce trend reports, beauty market data, Scarlett product popularity, and information regarding brand ambassador activities and Shopee Live. The research instrument was proven valid, with all items having an r-count value above 0.196, and reliable with Cronbach's Alpha values ranging from 0.815 to 0.855. The results of the regression analysis indicate that brand ambassador, live streaming, and price perception have a positive and significant influence on repurchase intention. Simultaneously, the three variables show a significant influence ($F = 33.470$; $p = 0.000$) with a contribution of 51.1 percent to the variation in repurchase intention ($R^2 = 0.511$). These findings strengthen the evidence that the presence of a global brand ambassador, the intensity of live streaming, and a positive price perception play important roles in shaping consumers' repeat purchase decisions. This study provides strategic implications for local beauty brands to optimize digital marketing communication in a more integrated and sustainable manner.

Keywords: Brand Ambassador; Live Streaming; Price Perception; Repurchase Intention

1. INTRODUCTION

Digital transformation over the past decade has changed the way people meet their consumption needs. Shopping activities that were previously dominated by direct visits to physical stores have shifted to e-commerce platforms because they are considered more practical, save time, and offer various promotions that are difficult to find through conventional channels. The Center for Data and Information Systems of the Ministry of Trade records that the number of e-commerce users in Indonesia has increased by about 69% in the last five years, from 38 million users in 2020 to 65 million in 2024, and it is projected to continue to grow to 99 million users in 2029 (Yonatan, 2025). This increase shows that shopping behavior is shifting more strongly toward digital channels and is opening increasingly intense competition among e-commerce players. In April 2025, visits to Shopee were recorded at 132 million, a decline of 10.6% compared with March 2025 which reached 147.7 million visits. Tokopedia also experienced a decline from 71.3 million to 64.9 million visits, Lazada fell by 23.5% to 42 million visits, and Bibli decreased by 49.6% to 14.1 million visits. Nevertheless, Shopee remained in the top position compared with its competitors (Yonatan, 2025). This condition indicates that although Shopee is still leading, the platform continues to face competitive dynamics and traffic fluctuations that have the potential to influence shopping behavior and consumer repurchase decisions.

Changes in consumer behavior are also clearly visible in the beauty and personal care product category. In the digital era, consumers demand not only product quality but also convenience, speed, and an increasingly personalized shopping experience. They take advantage of easy access to information on product ingredients, seller reputation, user reviews, and price comparisons across various marketplaces before making a decision. Time flexibility, the large number of brand choices, and the intensity of promotions on platforms such as Shopee strengthen the shift in preferences for purchasing beauty products online.

Data from Kompas.co.id show that the value of beauty and personal care product sales through e-commerce from January 2023 to March 2024 tended to increase from quarter to quarter, with Shopee controlling about 92% of market share. A significant surge occurred in the fourth quarter of 2023 and remained at a high level in the first quarter of 2024, while Tokopedia stayed in second place with a relatively stable share and Bibli contributed a much smaller portion (Kompas.co.id,

2024). This growth reflects that the beauty and personal care category has become one of the main drivers of e-commerce transactions in Indonesia.

Scarlett Whitening has become one of the local brands that stands out in the beauty and body care category. Scarlett Whitening offers various product variants such as body lotion, facial wash, serum, day and night cream, face mask, perfume, peeling solution, toner, and body serum. Based on Shopee data in 2025, the price range of these products is between Rp37.440 and Rp107.999, so they are relatively affordable for students and university students (Shopee, 2025). Prices that are perceived as proportional to the quality, combined with promotions in the form of discounts, free shipping, and bundling packages, have the potential to encourage repeat purchases. However, price variations between stores and the presence of products offered at very low prices raise concerns about counterfeit goods, so consumers need to be increasingly selective. Positive reviews from consumers are an important factor in shaping price perception and a more favorable perception of quality for Scarlett Whitening (Shopee, 2025).

Strategically, Scarlett strengthens its brand image through the selection of an international level brand ambassador. In 2025, Scarlett appointed Hearts2Hearts, a Korean pop girl group from South Korea, as its global brand ambassador. The announcement of this collaboration was released on 9 June 2025 along with the launch of two new variants of Scarlett Body Serum, namely Velvet Rouge and Purple Kiss (Kompas Lifestyle, 2025). Scarlett is recorded as the first Indonesian local brand to collaborate with Hearts2Hearts as a brand envoy, and this step is intended to reinforce Scarlett's position in the highly competitive beauty industry, both in domestic and global markets (IDN Times, 2025). In terms of sales performance, data from Kompas.co.id show that sales of Scarlett body lotion in the period from August to October 2024 experienced significant growth, with an increase in value of more than Rp1.7 billion. This growth occurred amid an upward trend in sales of the body lotion category of 15% in the fast-moving consumer goods sector in Indonesian e-commerce throughout 2024, in line with rising consumer awareness of the importance of skin care (Kompas.co.id, 2024). Although the sales performance and promotional strategies appear aggressive, the decline in popularity in some regions indicates that long-term success still depends on the brand's ability to maintain consumer repurchase intention.

The role of the brand ambassador is considered crucial in building an emotional relationship with consumers. Previous studies show that a brand ambassador functions to explain product benefits, convince consumers, and influence purchase intention. Oktavia (2023) found that the brand ambassador Song Joong Ki had a positive effect on consumer purchase intention for Scarlett Whitening products. Theoretically, a brand ambassador is viewed as a figure appointed by the company to establish communication with the public, strengthen closeness between the brand and the public, and encourage increased sales because this figure serves as an intermediary for delivering product information (Gandari & Seminari, 2024). Nurhasanah et al. (2023) define a brand ambassador as an individual who represents the brand image to the public with the aim of attracting attention, increasing interest, and driving product sales. Sabila et al. (2022) emphasize that a brand ambassador can be an individual or a group from the public who is trusted to represent and support a brand. Meanwhile, Bonde et al. (2024) state that a brand ambassador is a figure trusted by the company to represent the product and deliver information about the brand, thereby influencing how consumers evaluate and choose products. Rahma & Sudarwanto (2024) add that an ideal brand ambassador has a strong attachment to the brand and is able to convince other people to purchase the product. Thus, the effectiveness of appointing Hearts2Hearts as Scarlett's global brand ambassador needs to be examined further for its impact on consumer repurchase intention, especially in local markets such as Pontianak City.

In addition to the brand ambassador, live streaming is another important element in Scarlett's digital marketing mix, especially through the Shopee Live feature. Lestari (2021) explains that sellers obtain substantial benefits from Shopee Live because live broadcasts watched by hundreds of thousands of users each day can increase sales up to three times and can add about 15% more followers to the store in each session. Sofia & Ridhaningsih (2025) describe live streaming as an activity carried out in real time, in which the seller displays and explains the product while consumers can interact with each other to obtain information about the type and quality of the product. Ayu Oktoriza et al. (2025) interpret live streaming as a modern form of communication that transmits audio or video directly via the internet, allowing viewers to watch and interact with events in real time. In line with this, Febriyanti & Ratnasari (2024) emphasize that live streaming is a technology that enables the direct transmission of video through internet networks. Latif et al. (2025) consider live streaming highly beneficial in marketing because it enables sellers to broadcast an event to many viewers at the same time so that consumers can observe product details more thoroughly. Puspitasari et al. (2024) add that live streaming is a direct video broadcast used as a method of promotion and product sales, providing space for real time interaction between sellers and consumers, and it can influence purchasing decisions and encourage loyalty. On the other hand, not every live streaming session automatically results in repeat purchases. The quality of the information delivered, price transparency, and trust in the seller remain decisive factors in whether consumers will repurchase the same product.

Another dimension that is equally important in explaining repurchase behavior is price perception. Mufidah & Darmawan (2025) state that price perception is a process in which an individual selects, organizes, and interprets information received so that a comprehensive understanding of a price is formed. Saragih & Ariasih (2025) view price perception as the way consumers assess the suitability between the price they pay and the benefits they receive. Nuraeni & Harsoyo (2024) emphasize that price perception is related to consumer evaluation of the fairness of the price set by the company. On the other hand, Iswiyanti et al. (2022) explain that price perception can also serve as a reference for consumers in assessing product quality. Pertiwi et al. (2024) assert that price perception affects consumer interest in buying because consumers evaluate whether a price is considered high, low, or reasonable when compared with the benefits and quality they will obtain. Price can be understood as the amount of money that must be paid by consumers to obtain a product or service, which at the same time reflects the overall value that consumers provide as a return for the benefits they feel (Sara & Ramadhan 2025). In the context of Scarlett Whitening on Shopee, the perception that product prices are affordable yet proportional to quality, supported by promotions and positive reviews, has the potential to increase repurchase decisions. Conversely, when consumers perceive inconsistent prices across sellers or suspect that very low prices indicate counterfeit

products, repurchase intention may decline even though brand ambassador activities and live streaming are already intensive.

Ultimately, the long-term success of a brand amid dynamic e-commerce competition is strongly determined by consumer repurchase intention. [Yoanda & Adialita \(2024\)](#) define repurchase intention as the act of consumers buying a product or service again based on their confidence and satisfaction after previous purchases. When consumers feel satisfied, the likelihood of purchasing the product again becomes higher ([Kamitha et al. 2025](#)). [Tarigan & Nuvriasari \(2023\)](#) emphasize that repurchase intention is influenced by price perception, which reflects the level of sacrifice that must be borne by customers to obtain the desired product, and at the same time represents the consumer's desire to repeat purchases based on past experience. [Zakiana & Rivai \(2025\)](#) also affirm that the drive or desire of consumers to buy a product again in the future is the essence of repurchase intention. Thus, when the aggregate popularity of Scarlett Whitening declines in West Kalimantan, while the company has implemented various promotional efforts through a global brand ambassador, the use of Shopee Live, and competitive pricing strategies, an empirical question arises as to whether this combination of factors is sufficiently strong to maintain and enhance consumer repurchase intention, particularly in Pontianak City which remains one of the largest bases of Shopee users.

Previous studies indicate that live streaming has a significant influence on repurchase intention through the formation of real-time interactions and hedonic shopping experiences ([Sofia & Ridhaningsih, 2025](#)). However, these studies have not integrated the role of brand ambassadors as a symbolic marketing communication strategy that may strengthen consumers' emotional attachment and trust. Meanwhile, price perception has been shown to affect repurchase intention, yet it is predominantly examined through mediating variables such as brand experience and brand preference, resulting in limited empirical evidence regarding its direct effect within the live commerce context ([Almukarim & Yasri, 2022](#)). Empirical studies on Shopee Live in Indonesia, particularly in the local beauty product category, tend to emphasize the roles of customer experience, hedonic shopping value, and customer satisfaction in influencing repurchase intention, without incorporating brand ambassador and price perception variables within an integrated analytical model ([Wijaya & Astika, 2024](#)). Therefore, a research gap remains in examining the simultaneous effects of brand ambassador, live streaming, and price perception on repurchase intention, especially for beauty products on the Shopee marketplace involving the use of global brand ambassadors in a local consumer context.

This study aims to analyze the simultaneous effects of brand ambassador, live streaming, and price perception on repurchase intention of Scarlett Whitening products on the Shopee marketplace among consumers in Pontianak City. This research contributes theoretically by integrating these three variables into a single live commerce framework to explain repurchase behavior, an area that remains limited in prior studies. Practically, the findings provide insights for beauty brands and e-commerce practitioners in evaluating the effectiveness of global brand ambassadors, Shopee Live features, and pricing perceptions in sustaining consumer repurchase intention.

2. RESEARCH METHOD

This study employs a quantitative approach with an associative research design. [Siregar \(2020\)](#) explains that associative or relational research aims to determine the relationship between two or more variables. This study is directed to analyze the influence of brand ambassador, live streaming, and price perception on consumers' repurchase intention for Scarlett Whitening products on the Shopee marketplace in Pontianak City. The data used consist of primary data and secondary data. Primary data were collected through the distribution of questionnaires to all consumers in Pontianak City who purchased Scarlett Whitening products through Shopee, as well as interviews conducted with several Scarlett Whitening consumers in Pontianak City. Secondary data in this study include data on frequently accessed e-commerce platforms in Indonesia, analysis of the beauty and personal care market, information on Shopee Live as a live streaming feature, the appointment of Hearts2Hearts as Scarlett's global brand ambassador, sales figures for Scarlett Whitening products, and the price list for Scarlett Whitening product categories in 2025.

The population in this study consists of individuals who purchased Scarlett Whitening products through Shopee. Since the exact number of the population is unknown, the determination of the sample size refers to the guideline of Roscoe (1982) in [Sugiyono \(2019\)](#), which states that an appropriate sample size ranges between 30 and 500 respondents. Based on this guideline, the study determined a sample of 100 respondents. The sampling technique used is purposive sampling, which is a technique for selecting samples based on specific criteria ([Sugiyono 2019](#)). The criteria for respondents include being active Shopee users, at least eighteen years old, residing in Pontianak City, having purchased Scarlett Whitening products on Shopee at least once, and being aware of Scarlett Whitening promotions either through live streaming or through the brand ambassador. This study involves two groups of variables. The independent variables consist of the brand ambassador coded as X1, live streaming coded as X2, and price perception coded as X3. The dependent variable is repurchase intention coded as Y. All indicators are measured using a five point Likert scale, which is designed to capture respondents' attitudes, opinions, and perceptions regarding the phenomenon being examined. [Sugiyono \(2019\)](#) states that the Likert scale is used to measure attitudes, opinions, and perceptions of individuals or groups toward a social phenomenon.

Data analysis was conducted through a series of procedures to ensure instrument adequacy and model accuracy. The questionnaire instrument was first tested using validity and reliability tests. The validity test employed the Pearson product moment correlation to assess the ability of each item to measure the intended construct ([Siregar 2017](#)), with the criterion that the correlation coefficient must exceed 0.30 ([Anzar, 1992; Sugiyono, 1999](#)). Reliability was evaluated using Cronbach's alpha, and a construct is considered reliable if the alpha value reaches at least 0.60 ([Ghozali 2011](#)). After confirming instrument adequacy, classical assumption tests were conducted to ensure that the regression model meets statistical requirements. The normality of residuals was assessed to determine whether the data follow a normal distribution ([Ghozali 2011](#)). Linear relationships between variables were examined through a linearity test ([Siregar 2017](#)). Potential

multicollinearity among independent variables was tested using tolerance values and the variance inflation factor, with the criteria of tolerance greater than 0.10 and VIF less than 10 (Ghozali 2016). The influence of brand ambassador, live streaming, and price perception on repurchase intention was analyzed using multiple linear regression. This method assesses the degree to which independent variables influence the dependent variable both simultaneously and partially, in accordance with the concept of multiple regression described by Siregar (2017). The simultaneous effect was examined using the F test to determine whether the three independent variables collectively exert a significant influence on repurchase intention (Siregar 2017). Meanwhile, the t test was used to evaluate the partial effect of each independent variable on the dependent variable (Ghozali 2016).

Table 1. Variable Indicators

Variable	Indicators	Source
Brand Ambassador	Visibility	Yusuf et al. (2024)
	Credibility	
	Attraction	
	Power	
Live Streaming	Attractiveness	Kotler (2012) in Ramadhan et al. (2024)
	Trustworthiness	
	Expertise	
	Product Usefulness	
Price Perception	Price Affordability	Kotler et al (2018) in Clarita & Khalid (2023)
	Price Suitability with Product Quality	
	Competitive Pricing	
	Price Suitability with Perceived Benefits	
Repurchase Intention	Transactional Intention	Priansa (2017)
	Referential Intention	
	Preferential Intention	
	Exploratory Intention	

3. RESULTS AND DISCUSSION

3.1 Test Research Instruments

3.1.1 Validity Test

The validity test is used to ensure that each item in the questionnaire actually measures the variable being studied. The test is conducted by correlating the score of each item with the total score, then comparing the calculated r-count with the table r value. With a sample size of 100, the table r value at a significance level of 0.05 (df = 98) is 0.196. The validity results for each variable are shown in Table 2.

Table 2. Validity Test Results

Variable	Indicator	r-count	r-table	Description
Brand Ambassador (X1)	X1.1	0.543	0.196	Valid
	X1.2	0.634		
	X1.3	0.591		
	X1.4	0.589		
	X1.5	0.513		
	X1.6	0.568		
	X1.7	0.568		
	X1.8	0.601		
	X1.9	0.637		
	X1.10	0.582		
	X1.11	0.574		
	X1.12	0.632		
	X2.1	0.527		
	X2.2	0.462		
	X2.3	0.458		
	X2.4	0.661		
	X2.5	0.522		

Live Streaming (X2)	X2.6	0.619	0.196	Valid
	X2.7	0.532		
	X2.8	0.688		
	X2.9	0.606		
	X2.10	0.593		
	X2.11	0.595		
	X2.12	0.611		
Price Perception (X3)	X3.1	0.644	0.196	Valid
	X3.2	0.595		
	X3.3	0.606		
	X3.4	0.646		
	X3.5	0.648		
	X3.6	0.635		
	X3.7	0.678		
	X3.8	0.606		
	X3.9	0.573		
	X3.10	0.589		
	X3.11	0.624		
	X3.12	0.626		
Repurchase Intention (Y)	Y.1	0.643	0.196	Valid
	Y.2	0.601		
	Y.3	0.620		
	Y.4	0.637		
	Y.5	0.568		
	Y.6	0.576		
	Y.7	0.650		
	Y.8	0.585		
	Y.9	0.543		
	Y.10	0.663		
	Y.11	0.632		
	Y.12	0.734		

Source: Processed Data, 2025

Based on the validity test results for each variable shown in [Table 2](#), it can be seen that all statement items have a r-count values > 0.196. With these test results, all statement items in each variable can be declared valid and suitable for use in this study.

3.1.2 Reliability Test

The reliability test is used to assess the consistency of each statement item in the questionnaire. This study uses the Cronbach's Alpha method, with a minimum limit of 0.60 to determine whether the instrument is considered reliable. The reliability test results for each variable are shown in [Table 3](#).

Table 3. Reliability Test Results

Variable	Cronbach's Alpha	Description
Brand Ambassador (X1)	0.824	Reliable
Live Streaming (X2)	0.815	
Price Perception (X3)	0.853	
Repurchase Intention (Y)	0.855	

2025 Source: Processed Data, 2025

Based on the reliability test results for each variable shown in [Table 3](#), Cronbach's Alpha values > 0.60 are obtained, thus it can be concluded that all items in each variable are reliable and suitable for use in this study.

3.2 Classic Assumption Test

3.2.1 Normality Test

The normality test is conducted to ensure that the research data meets the assumptions of normal distribution. The test uses the Kolmogorov–Smirnov method through SPSS, and the results are shown in [Table 4](#).

Table 4. Normality Test Results

Test	Value
N (Sample)	100
Test Statistic	.074
Asymp.Sig.(2-tailed)	.200 ^c

Source: Processed Data, 2025

Based on the normality test results shown in [Table 4](#), the Asymp. Sig. (2-tailed) value is 0.200, which exceeds the normality significance value of 0.05. Thus, it can be concluded that the data in this study is normally distributed.

3.2.2 Linearity Test

The linearity test is conducted to ensure that the relationship between the independent and dependent variables is linear. The test uses the Test for Linearity through SPSS, and the results are shown in [Table 5](#).

Table 5. Result of Linearity

Variable	Deviation from Linearity	Description
Repurchase Intention * Brand Ambassador	0.880	Linear
Repurchase Intention * Live Streaming	0.532	
Repurchase Intention * Price Perception	0.213	

Source: Processed Data, 2025

Based on the linearity test results for the independent and dependent variables shown in [Table 5](#), the Deviation from Linearity significance value is > 0.05 , so it can be concluded that the relationship between these variables is linear.

3.2.3 Multicollinearity Test

The multicollinearity test is conducted to ensure that there is no excessive correlation between independent variables, as this condition can interfere with the accuracy of regression coefficient estimation. The test is conducted using SPSS, and the results are shown in [Table 6](#).

Table 6. Multicollinearity Test Results

Variable	Tolerance	VIF
Brand Ambassador	.462	2.163
Live Streaming	.584	1.712
Price Perception	.487	2.052
Dependent Variable: Repurchase Intention		

Source: Processed Data, 2025

Based on the results of the multicollinearity test shown in [Table 6](#), the results can be explained as follows:

1. The Tolerance value for the Brand Ambassador variable (X1) is 0.462, which is greater than 0.10. It also has a VIF value of 2.163, which is less than 10.00.
2. The Tolerance value for the Live Streaming variable (X2) is 0.584, which is greater than 0.10. It also has a VIF value of 1.712, which is less than 10.00.
3. The Tolerance value for the Price Perception variable (X3) is 0.487, which is greater than 0.10. It also has a VIF value of 2.052, which is less than 10.00.

Based on the above explanation and referring to the basis for decision making, because all three variables show a Tolerance value above 0.10 and a VIF below 10.00. Thus, it can be concluded that there are no symptoms of multicollinearity between the three independent variables in the regression model in this study.

3.3 Multiple Linear Regression Analysis

Multiple regression analysis is used to assess the influence of several independent variables on a dependent variable, both simultaneously and partially. This technique also serves to form a predictive model of the relationship between variables. The results of the regression coefficient calculations using SPSS are shown in [Table 7](#).

Table 7. Multiple Linear Regression Analysis Results

Research Variable	Coefficients	t Statistic	Significance Value
(Constant)	1.164	4.455	.000
Brand Ambassador	.226	3.003	.003
Live Streaming	.202	2.213	.029
Price Perception	.238	2.927	.004

Dependent Variable: Repurchase Intention

Source: Processed Data, 2025

Based on the results of the multiple linear regression analysis shown in **Table 7** above and referring to the multiple linear regression coefficient equation, the results can be explained as follows

$$Y = 1.164 + 0.226 X_1 + 0.202 X_2 + 0.238 X_3$$

- The constant (a) is 1.164, which means that if the Brand Ambassador (X1), Live Streaming (X2), and Price Perception (X3) variables are zero. Then Repurchase Intention (Y) will increase by 1.164 units.
- The regression coefficient (b1) value for the Brand Ambassador (X1) variable is 0.226 with a positive direction, indicating that every one-unit increase in Brand Ambassador will cause an increase of 0.226 in Repurchase Intention.
- The regression coefficient (b2) for the Live Streaming variable (X2) is 0.202 with a positive direction, indicating that every one-unit increase in Live Streaming will cause an increase of 0.202 in Repurchase Intention.
- The regression coefficient value (b3) for the Price Perception variable (X3) is 0.238 with a positive direction, indicating that every one-unit increase in Price Perception will cause an increase of 0.238 in Repurchase Intention.

3.4 Correlation Coefficient Analysis (R)

The correlation coefficient is used to assess the strength and direction of the relationship between variables. The analysis in this study uses the Product Moment method. The results of the correlation coefficient test are shown in **Table 8**.

Table 8. Correlation Coefficient Test Results (R)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.715 ^a	.511	.496	.55658

Predictors: (Constant), Price Perception, Live Streaming, Brand Ambassador

Dependent Variable: Repurchase Intention

Source: Processed Data, 2025

Based on the correlation coefficient test results shown in **Table 8**, a correlation coefficient (R) value of 0.715 is obtained. With these results, it can be concluded that the relationship between Brand Ambassador, Live Streaming, and Price Perception on Repurchase Intention is in the Strong category, because the value is in the range of 0.60-0.799.

3.5 Analysis of the Coefficient of Determination R^2

Based on the results of the coefficient of determination (R^2) test shown in **Table 8**, an R-Square value of 0.511 is obtained. This result can be interpreted as meaning that the relationship between the variables of Brand Ambassador, Live Streaming, and Price Perception in influencing Repurchase Intention is 51.1%. Meanwhile, the remaining 48.9% is influenced by other variables outside the scope of this study.

3.6 Simultaneous Test (F Test)

The simultaneous test (F test) is used to determine whether all independent variables simultaneously have a significant influence on the dependent variable. The test results using SPSS are shown in **Table 9**.

Table 9. Simultaneous Test Results (F Test)

Model	Sum of Squares	Mean Square	F	Significance
Regression	31.104	10.368	33.470	.000 ^b
Residual	29.739	.310		

Dependent Variable: Repurchase Intention

Predictors: (Constant), Price Perception, Live Streaming, Brand Ambassador

Source: Processed Data, 2025

Based on the results of the simultaneous test (F test) shown in **Table 9**, the calculated F value is $33.470 > F$ table 2.70 and the significance value is $0.000 < 0.05$. Based on these results, it can be concluded that the variables Brand Ambassador, Live Streaming, and Price Perception simultaneously influence Repurchase Intention positively and significantly.

3.7 Partial Test (t Test)

The partial test (t-test) is used to assess the influence of each independent variable individually on the dependent variable according to the proposed hypothesis. The results of the analysis using SPSS are shown in **Table 10**.

Table 10. Partial Test Results (t Test)

Research Variable	Coefficients	t Statistic	Significance Value
(Constant)	1.164	4.455	.000
Brand Ambassador	.226	3.003	.003
Live Streaming	.202	2.213	.029
Price Perception	.238	2.927	.004
Dependent Variable: Repurchase Intention			

Source: Processed Data, 2025

Based on the partial test results (t-test) in **Table 10**, the calculated t-test results will then be compared with the t-table. The t-table value is 1.660. The t-test (partial) results can be explained as follows:

1. The t-value for the Brand Ambassador variable (X1) is 3.003, which is greater than the t-table value of 1.660, and the significance value is 0.003, which is less than 0.05. Therefore, H_0 is rejected and H_1 is accepted. This result indicates that the Brand Ambassador variable partially has a positive and significant effect on Repurchase Intention. This finding suggests that the presence of a brand ambassador remains relevant in encouraging consumers' intention to repurchase. However, the magnitude of the coefficient ($\beta = 0.226$) indicates that the effect is moderate rather than dominant. This implies that the brand ambassador functions more as a brand image enhancer and brand reminder rather than as a primary factor that directly determines repeat purchase decisions. In the context of repurchase intention, consumers generally already have prior experience with the product, which reduces the role of public figures as a decisive factor and positions them instead as a supporting stimulus. Thus, although statistically significant, the influence of brand ambassador on repurchase intention should be understood as an additional effect rather than a main determinant of repeat purchasing behavior.
2. The t-value for the Live Streaming variable (X2) is 2.213, which exceeds the t-table value of 1.660, and the significance value is 0.029, which is less than 0.05. Accordingly, H_0 is rejected and H_1 is accepted. This result indicates that the Live Streaming variable partially has a positive and significant effect on Repurchase Intention. However, live streaming shows the lowest t-value and coefficient among the independent variables ($\beta = 0.202$). This finding suggests that the effectiveness of live streaming in driving repurchase intention is relatively limited. The results indicate that real-time interaction and product presentation through live streaming are not always strong enough to encourage repeat purchases, particularly when consumers are already familiar with the product. At the repurchase stage, consumers tend to behave more rationally and focus on efficiency, making the entertainment and interactive aspects of live streaming less critical compared to product value and benefits. In other words, live streaming is more effective as a tool for acquiring new customers than for fostering loyalty or repeat purchases.
3. The t-value for the Price Perception variable (X3) is 2.927, which is greater than the t-table value of 1.660, and the significance value is 0.004, which is less than 0.05. Therefore, H_0 is rejected and H_1 is accepted. This result indicates that the Price Perception variable partially has a positive and significant effect on Repurchase Intention. Price perception has the largest coefficient ($\beta = 0.238$) among the independent variables. This finding indicates that price perception is the most consistent and rational factor influencing repurchase intention. The dominance of price perception suggests that consumers who engage in repeat purchases are more sensitive to the alignment between price and perceived benefits rather than to promotional strategies or brand symbolism. This reinforces the argument that at the repurchase stage, consumers have passed the exploration phase and tend to engage in value-based evaluation.

4. CONCLUSION

This study concludes that brand ambassador, live streaming, and price perception significantly influence consumers' repurchase intention for Scarlett Whitening products on the Shopee marketplace in Pontianak City. Individually, each variable contributes meaningfully to encouraging repeat purchases, indicating that consumers' repurchase behavior is shaped not only by promotional exposure but also by symbolic representation, interactive shopping experiences, and evaluations of price fairness. Among the examined variables, price perception plays a particularly important role, suggesting that consumers place strong emphasis on the alignment between price, perceived benefits, and consistency of offers across sellers. Meanwhile, the presence of a global brand ambassador and the use of Shopee Live function as supporting mechanisms that strengthen engagement and information clarity, although their effectiveness remains contingent on consumer trust and perceived authenticity. The model demonstrates a moderate explanatory power, with a coefficient of determination (R^2) of 51.1%, indicating that slightly more than half of the variation in repurchase intention can be explained

by the variables included in this study. The remaining variation is likely influenced by other factors such as brand trust, customer satisfaction, perceived authenticity, or individual consumer characteristics that were not examined. Therefore, future research is recommended to extend the current model by incorporating mediating variables such as brand trust, customer satisfaction, and perceived authenticity, or moderating variables such as consumer involvement, perceived risk, and income level, in order to provide a more comprehensive understanding of repurchase intention within the increasingly dynamic live commerce environment.

ACKNOWLEDGEMENTS

The authors express their sincere gratitude to Universitas Muhammadiyah Pontianak for the academic support provided throughout this research. Appreciation is also extended to all respondents in Pontianak City who participated and contributed valuable data to this study. The authors also thank colleagues and mentors whose insights and guidance helped strengthen the completion of this article.

REFERENCES

- Almukarim, Y., & Yasri, Y. (2022). Price perception and repurchase intention: Mediated by brand experience and brand preference. *Marketing Management Studies*, 2(4), 324-334. <https://doi.org/10.24036/mms.v2i4.299>
- APJII. (2025). *E-commerce yang sering diakses di Indonesia 2025*. GoodStats. <https://goodstats.id/article/shopee-jadi-e-commerce-yang-paling-banyak-diakses-di-indonesia-2025-3COz0>
- Ayu Oktoriza, L., Safitri, M., Nuryanto, I., Ekonomi dan Bisnis, F., Dian Nuswantoro, U., & Semarang, K. (2025). Analisis live streaming, flash sale dan e-WOM dalam mendorong perilaku impulsive buying produk skincare Skintific pada platform TikTok Shop. *Jurnal Ilmiah MEA (Manajemen, Ekonomi, Dan Akuntansi)*, 9(2).
- Bonde, S. A. K., Primasanti, Y., & Indriastiningsih, E. (2024). Analisis pengaruh kualitas produk, citra merek, dan penggunaan Korean brand ambassador terhadap minat beli konsumen produk skincare. *Kajian Ekonomi dan Akuntansi Terapan*, 1(3), 111–128. <https://doi.org/10.61132/keat.v1i3.329>
- Clarita, N., & Khalid, J. (2023). Pengaruh Persepsi Harga, Citra Merek Dan Lokasi Terhadap Keputusan Pembelian Di CFC Grande Karawaci. *AKSIOMA: Jurnal Manajemen*, 2(1), 37-53. <https://doi.org/10.30822/aksioma.v2i1.2081>
- Compas.co.id. (2024). *Pasar kecantikan & perawatan tunjukkan tren positif selama setahun terakhir, Shopee kuasai pangsa pasar hingga 92%*. <https://www.instagram.com/p/C7eOMIASPt9>
- Compas.co.id. (2025). *Girl group K-Pop Hearts2Hearts sebagai brand ambassador global Scarlett*. <https://www.instagram.com/p/DPD0txWEnIi>
- Detikinet. (2023). *Shopee Live jadi fitur live streaming paling populer*. <https://inet.detik.com/cyberlife/d-6771360/riset-populix-shopee-live-jadi-fitur-live-streaming-paling-populer>
- Febriyanti, A., & Ratnasari, I. (2024). Pengaruh live streaming, online customer review dan flash sale terhadap keputusan pembelian produk kosmetik Scarlett Whitening di TikTok Shop. *Jurnal Ilmiah Wahana Pendidikan*, 2024(4), 50–57. <https://doi.org/10.5281/zenodo.10499159>
- Gandari, N. N. M., & Seminari, N. K. (2024). The role of brand image in mediating the effect of brand ambassador on purchase decision of Somethinc products in Denpasar City. *Asian Journal of Management Analytics*, 3(3), 811–824. <https://doi.org/10.55927/ajma.v3i3.10031>
- Ghozali, I. (2011). *Aplikasi analisis multivariate dengan program SPSS*. Badan Penerbit Universitas Diponegoro.
- IDN Times. (2025). *Hearts2Hearts resmi jadi brand ambassador global Scarlett, rilis dua varian body serum terbaru*. <https://www.idntimes.com/korea/kpop/hearts2hearts-jadi-brand-ambassador-scarlett>
- Iswiyanti, S., Rachmat, S. A., Sidiq, A. F., & Salsabila, T. P. (2022). *Pengaruh kualitas produk dan persepsi harga terhadap keputusan pembelian produk skincare di Onlineshop @Selfcare.id*.
- Latif, N., Indarti, N., & Sangadji, E. M. (2025). Pengaruh live streaming sales di TikTok dan brand ambassador terhadap minat beli produk skincare pada mahasiswa Pendidikan Ekonomi Universitas PGRI Wiranegara. *Business and Accounting Education Journal*, 6(1). <https://doi.org/10.15294/baej.v6i1.14014>
- Mufidah, I., & Darmawan, D. (2025). Pengaruh persepsi harga terhadap minat beli pada skincare. *Journal of Management and Social Sciences*, 4(1), 78–95. <https://doi.org/10.55606/jimas.v4i1.1733>
- Nuraeni, P., & Harsoyo, T. D. (2024). The influence of environmental awareness, consumption values, and price perception on the purchase intention of Avoskin green skincare. *East Asian Journal of Multidisciplinary Research*, 3(7). <https://doi.org/10.55927/eajmr.v3i7.9922>
- Nurhasanah, N., Febriyani, Z. P., & SK, P. (2023). Pengaruh brand ambassador dan social media ads terhadap purchase intention melalui brand image produk skincare MS Glow. *Jurnal Riset Ekonomi dan Bisnis*.

- Oktavia, C. (2023). Pengaruh brand ambassador Song Joong Ki dan brand image Scarlett Whitening terhadap minat beli konsumen. *Jurnal Ilmiah Ilmu Komunikasi Communique*, 5(2), 248–262.
- Pertiwi, M. D., Nurlenawati, N., & Anggela, F. P. (2024). Pengaruh persepsi harga dan promosi terhadap minat beli produk skincare di TikTok Shop (Survei pada karyawan PT Chang Shin Indonesia). *Jurnal Ekonomika dan Bisnis (JEBS)*, 4(5), 886–895. <https://doi.org/10.47233/jebbs.v4i5.2012>
- Priansa, D.J. (2017). *Perilaku Konsumen Dalam Persaingan Kontemporer*. Bandung: Alfabeta.
- Puspitasari, A. V., Kusuma, Y. B., Pembangunan, U., Veteran, N., & Timur, J. (2024). The impact of the Korean Wave, live streaming, and flash sale on consumer interest in purchasing Scarlett Whitening products. *Management Studies and Entrepreneurship Journal*, 5(2). <http://journal.yrpioku.com/index.php/msej>
- Rahma, N. L. Y., & Sudarwanto, T. (2024). Pengaruh brand image dan brand ambassador terhadap keputusan pembelian produk kosmetik Glad2Glow. *Jurnal Pendidikan Tata Niaga (JPTN)*, 12.
- Ramadhan, I., Fazri, A., & Roza, S. (2024). Pengaruh Live Streaming dan Diskon Terhadap Minat Beli Konsumen Shopee Pada Mahasiswa Universitas Jambi. *Jurnal Ekonomi, Akuntansi dan Manajemen*, 3(2), 215-235.
- Sabila, A. A., Martha, E. S., & Anwar, R. C. (2022). Pengaruh publik figur sebagai brand ambassador terhadap minat beli produk skincare. *JKOMDIS: Jurnal Ilmu Komunikasi dan Media Sosial*, 2(3), 328–331. <https://doi.org/10.47233/jkomdis.v2i3.381>
- Saragih, N. V., & Ariasih, M. P. (2025). Pengaruh kualitas produk dan persepsi harga terhadap minat beli produk skincare Scarlett di Kota Singaraja. *Jurnal Manajemen, Bisnis dan Kewirausahaan*, 5(2), 417–426. <https://doi.org/10.55606/jumbiku.v5i2.5651>
- Sara, M., & Ramadhan, M. E. A. (2025). The influence of product quality, price perception, and service quality on customer satisfaction at Pondok Poteng Restaurant, Singkawang. *Indonesian Interdisciplinary Journal of Sharia Economics (IJJSE)*, 8(3), 11618–11630.
- Siregar, S. (2020). *Statistik parametrik untuk penelitian kuantitatif*. PT Bumi Aksara.
- Sofia, & Ridhaningsih, F. (2025). The influence of e-WOM, live streaming, and influencer marketing on repurchase intention of skincare in TikTok Shop through brand trust. *International Journal of Economics and Management Research*, 4(1), 288–302. <https://doi.org/10.55606/ijemr.v4i1.314>
- Sugiyono. (2019). *Metode penelitian kuantitatif, kualitatif, dan R&D*. Alfabeta.
- Tarigan, J., & Nuvriasari, A. (2023). Pengaruh loyalitas merek, pengalaman pelanggan dan persepsi harga terhadap minat beli ulang produk skincare Scarlett. *CNBC Indonesia*. <https://www.cnbcindonesia.com>
- Wijaya, G. C., & Astika, P. N. M. (2024). Perspektif Consumer Behavior Theory Dalam Meningkatkan Repurchase Intention Eminacomestic Melalui Shopee Live. *Value: Jurnal Manajemen Dan Akuntansi*, 19(1), 105-122. <https://doi.org/10.32534/jv.v19i1.5060>
- Yoanda, D., & Adialita, T. (2024). Pengaruh citra merek dan harga terhadap minat beli ulang yang dimediasi oleh kepuasan pelanggan sunscreen Nivea di Kota Bandung. *COSTING: Journal of Economic, Business and Accounting*.
- Yonatan. (2025). Jumlah kunjungan ke situs e-commerce Indonesia melemah. GoodStats.
- Yusuf, A. H., Tumbel, T. M., & Tamengkel, L. F. (2024). Pengaruh Brand Ambassador K-POP EXO Terhadap Keputusan Pembelian Produk Scarlett di Manado. *Productivity*, 5(2), 889-893
- Zakiana, V. N., & Rivai, A. R. (2025). Pengaruh kualitas produk dan persepsi harga terhadap kepuasan pelanggan dan dampaknya pada minat beli ulang: Studi pada konsumen skincare Hanasui. *Al-Kharaj: Jurnal Ekonomi, Keuangan & Bisnis Syariah*, 7(9). <https://doi.org/10.47467/alkharaj.v7i9.8694>