

# THE INFLUENCE OF PROMOTION STRATEGIES THROUGH SOCIAL MEDIA, ELECTRONIC WORD OF MOUTH, AND BRAND AMBASSADOR ON THE DECISION TO PURCHASE GLAD2GLOW PRODUCTS IN LHOKSEUMAWE CITY

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## Abstract

This study aims to analyze the influence of social media promotion strategies, electronic word of mouth (e-WOM), and brand ambassadors on purchasing decisions of Glad2Glow products in Lhokseumawe City. This research is motivated by the rapid development of social media, which influences consumer behavior in making purchasing decisions, particularly in the increasingly competitive skincare industry. The research method used is a quantitative method with an associative approach. The population in this study consists of consumers of Glad2Glow products in Lhokseumawe City, with the sampling technique using purposive sampling. Data were collected through the distribution of questionnaires to respondents who met the criteria. The data analysis technique used is multiple linear regression analysis. The results of the study indicate that social media promotion strategies have a positive and significant effect on purchasing decisions. Electronic word of mouth also has a positive and significant effect on purchasing decisions. In addition, brand ambassadors have a positive and significant influence on purchasing decisions of Glad2Glow products in Lhokseumawe City. Simultaneously, these three variables are able to explain the variation in consumer purchasing decisions. The implications of this study indicate that companies need to optimize digital promotion strategies, improve the quality of consumer reviews on social media, and select appropriate brand ambassadors to enhance purchasing decisions.

**Keywords :** *social media promotion strategy, electronic word of mouth, brand ambassador, purchasing decision*

## INTRODUCTION

The development of information and communication technology today has an impact on how businesses and marketing operate. Currently, social media itself has become a crucial platform that can influence consumer behavior and consumer purchasing decisions regarding a product. According to the *We Are Social* (2025) report, the total number of active social platform users in Indonesia reached 5.04 billion people in February 2025, and this figure has increased by 266 million, or 5.6%, from 2024. Meanwhile, WhatsApp is the most popular social media platform in Indonesia. After that, Instagram is in second place with a recorded percentage of 85.3%, followed by Facebook and TikTok with percentages of 81.6% and 73.5%, respectively ( *We Are Social* 2025).

The rapid development of social media has given rise to a new format of social media marketing, namely social media marketing, where companies can connect with their suppliers or customers to influence their attitudes and even receive feedback from them (Zagidullin et al., 2021). However, currently many are turning to *social commerce*, according to data provided by CNBC Indonesia 2023. With *social commerce*, social media users can interact directly. Currently, applications equipped with social *e-commerce features* are TikTok, Instagram, Facebook, and others. According to a survey conducted by Patrikha, (2023), as many as 52% of Indonesians are aware of or are aware of the trend of buying and selling transactions through social media, known as social media e-commerce.

Indonesia is currently experiencing rapid growth in the beauty industry, as evidenced by the increasing number of *skincare* and *body care products* on the market. *Skincare* is a skincare product intended to maintain or improve skin condition (Romadon et al., 2023). In general, beauty has become a part of women's appearance. Consumers generally tend to trust brands that have achieved a level of popularity and proven good quality (Endang et al., 2023).

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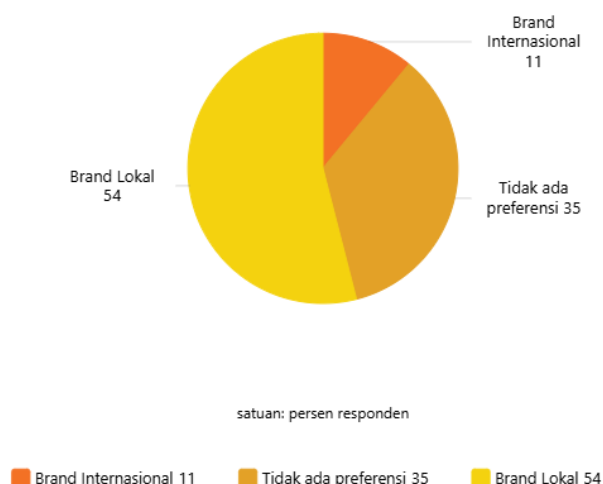


Figure 1.1 1Cosmetic Brand Data

Source: (Databoks, 2025)

Based on a survey conducted by Populix (2025), Indonesian female consumers have a high preference for local cosmetic brands. Of the 500 female respondents, 54% stated they prefer local cosmetics. Meanwhile, 11% of respondents indicated a preference for international brands, and the remaining 35% had no specific preference regarding the brand of cosmetics they use (Databoks, 2025). One of the companies that distributes Glad2Glow (G2G) products is from Guang Zhou DAAI *Cosmetics Manufacture Co., Ltd*, China, which is imported by PT. Suntone Wisdom Indonesia. This company produces several cosmetic products, namely facial care ranging from *sunscreen*, *moisturizer* to *clay mask* which already has permission from the Food and Drug Monitoring Agency (BPOM). Glad2Glow (G2G), which focuses on skin care products with a "glowing" effect, has attracted the attention of consumers with innovative marketing strategies. Glad2Glow products have succeeded in entering the market share and competing with other brands, this is in line with the statement from Nurani et al., (2025) that Glad2Glow has succeeded in penetrating the market and becoming a viral product that is widely liked by the public. In addition, according to the statement of Luthfiah et al., (2024) In addition to cosmetic stores spread throughout Indonesia, Glad2Glow (G2G) products have recently also become the center of attention on social media platforms such as Instagram, Twitter, TikTtok, and others.

To date, G2G has produced many products ranging from *moisturizers*, serums, to *clay masks*. The various products that G2G releases are categorized into several series, including skin protectors, acne preventatives, and skin brighteners, making it easier for people to choose products according to their skin conditions. (Glad2Glow.com., 2023). In terms of products, most of Glad2Glow's products are suitable for use from teenagers aged 11 years and above. This is interesting because usually *skincare products* are aimed at a target market aged 20 years and above. However, Glad2Glow is expanding their target market reach to teenagers. They realize that teenagers are still financially dependent on their parents, therefore the Glad2Glow *official shop* offers products with prices starting from IDR 100,000. There are even some available with prices starting from IDR 20,000 for travel sizes. Glad2Glow is also known for its use of natural ingredients in accordance with the motto "Made With Natural Ingredients, Safe Formulation For All Skin" which illustrates its commitment to creating safe cosmetic and beauty care products for its consumers. Glad2Glow comes with a different concept from many skincare products on the market. This brand combines various active ingredients at an affordable price for all groups, this certainly attracts the interest of many skincare users, especially for those looking for quality products without spending too much money. However, there are several complaints from consumers regarding products that are considered not to meet expectations. This can be seen from the negative and positive reviews given by consumers regarding Glad2Glow products:

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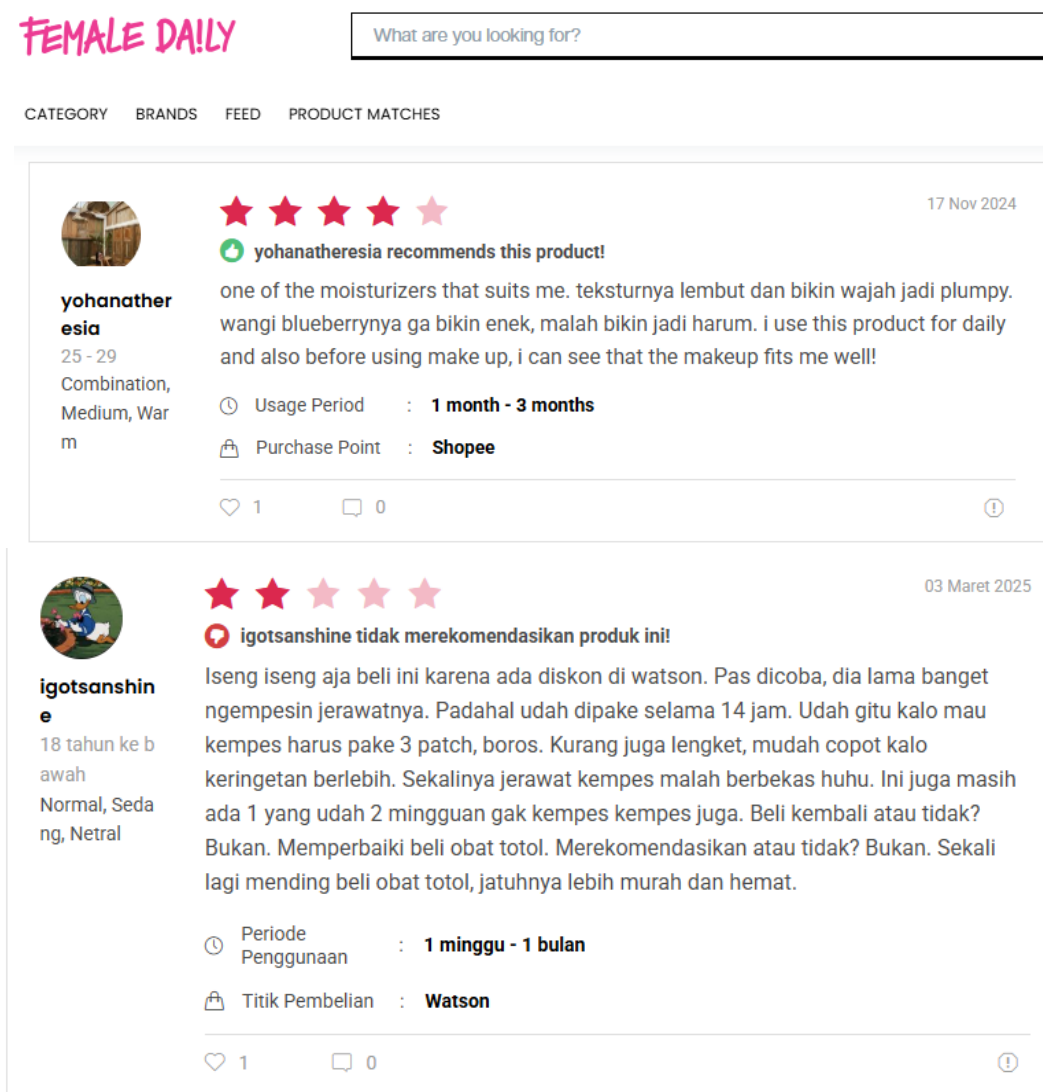


Figure 1.2 2and Positive Reviews

Source: Femaledaily.com (2025)

In Figure 1.4 regarding the review and rating of the G2G *Blueberry 5% Ceramide Barrier Repair Moisturizer product*, it shows that users with combination skin types gave reviews that tended to be positive, as the use of this product had a positive effect in the form of smoother-looking facial skin. The rating given was at a positive level (4 stars), which reflects the satisfaction of some users. Meanwhile, for the *Centella Salicylic Acid Day Acne Patch product*, the user firmly stated that he **would not buy this product again** and **did not recommend it to others**. He considered that using **acne spot medication** was much more effective and economical than this acne patch. Therefore, in terms of benefits and costs, this product is considered less worthy of repurchase. Reviews and ratings like this are an important reference for potential consumers to assess the quality and suitability of the product before making a purchase (Femaledaily.com 2025).

The problems encountered in the sales of Glad2Glow *skincare* and cosmetic products are certainly inseparable from the declining role of consumers. Before making a purchase, a person will typically go through the stages of decision-making: identifying needs, seeking information, evaluating alternatives, and post-purchase behavior toward a product (Kotler and Keller, 2009). This process involves analyzing various relevant information and considerations, so consumers can make choices that best suit their needs and preferences when deciding to make a purchase. Purchasing decisions are individual activities that are directly involved in making decisions to purchase products offered by sellers. According to Olson (2013:163), purchasing decisions are an integration process used to combine knowledge to evaluate two or more alternative behaviors and choose one of them. Purchasing decisions, according to Arfah (2022), are one of the stages in the purchasing decision process before post-purchase behavior. Purchasing decisions can be interpreted as the final consumer decision made by a consumer to purchase a product or

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service among available alternative choices with various specific considerations. There are several factors that influence purchasing decisions according to (Ikrimah & Elok, 2025) which influence purchasing decisions, including promotions via social media, *electronic word of mouth* and *brand ambassadors*. Lhokseumawe City Lhokseumawe is a potential market, dominated by a younger generation who actively use social media and are increasingly concerned about skincare. According to BPS data (2023), more than 50% of Lhokseumawe City's population is in the productive age range of 15–35 years, which is the primary segment of skincare consumers. Many consumers are attracted after seeing promotions on social media, especially on platforms like Instagram and TikTok. A combined content strategy on Instagram and TikTok makes product promotions more effective. Instagram builds **trust and brand image**, while TikTok creates **direct interaction and authentic user testimonials**. Through these two platforms, consumers are more easily influenced to try the product. This store markets its products through visual content such as **product photos with an aesthetic concept**, for example, a photo of acne patches neatly arranged with soft lighting and calming pastel colors. However, not all consumers make an immediate purchase decision. Some still compare the product with other brands, doubt its effectiveness, or wait for more testimonials before purchasing.

According to Nurfhadilah et al., (2024), social media promotion is a means of connecting brands and consumers, offering a personal channel and helping businesses focus on networking and social interaction. Interacting and sharing information or messages on social networks can be easily done through a medium called social media. Therefore, disseminating important information can be done more quickly and easily through social media. Based on observations made on one of the G2G websites, it shows that the promotions delivered are still less attractive because the delivery of promotions on social media is still monotonous and does not have an entertainment element that can increase consumer purchasing decisions. Based on the results of the interview, it shows that the promotion in the form of G2G product content delivered is still less accurate and does not convey details about the available products, (Interview results, 2025). Previous research conducted by (Oping et al., 2022:240) showed that the variable of promotional strategy through social media had a significant positive effect on purchasing decisions. Conversely, research conducted by Effendy et al., (2021) showed that the variable of promotional strategy through social media had a negative and insignificant impact on customer loyalty.

In addition to promotional strategies through social media, electronic word of mouth (EWOM) can influence purchasing decisions according to Magdalena et al., (2021) e-WOM through internet media is called *Electronic word of mouth* can influence consumer purchasing behavior, *electronic word of mouth* is a form of positive or negative statements related to products or services, which are shared by consumers to other consumers through online platforms, electronic word of mouth plays an important role in revealing about a product such as satisfaction with a brand so that it can increase brand awareness and purchasing decisions. One example is **user testimonial posts** tagging the official @glad2glow.id account and using hashtags like #Glad2GlowReview or #TeamG2G. In these posts, users often display photos and videos of product use, providing honest reviews regarding the product's benefits, texture, aroma, and effects on the skin. This kind of information serves as a source of consideration for potential buyers looking for references before deciding to purchase a product. This phenomenon shows that consumers now act not only as message recipients but also as information disseminators who shape public opinion about product quality. Previous research conducted by Ayunita et al. (2021) found that *electronic word of mouth* had a positive effect on purchasing decisions. Furthermore, research conducted by Jannah et al. (2021) showed that *word of mouth* had a positive and significant effect on purchase intention. Research conducted by Putri & Millanyani (2023) showed that *electronic word of mouth* had a negative effect on purchasing decisions. A *brand ambassador* is a person entrusted with representing a particular product. Using a *brand ambassador* is something that can influence or persuade customers to use a product (Patrikha, 2023). A brand ambassador is someone who has a passion for a brand, wants to promote it, and even voluntarily provides information about it (Firmansyah, 2019).

*Brand ambassadors* are typically well-known figures who serve as role models or idols in society, such as celebrities, Instagram celebrities, or YouTubers who are considered to have significant influence. Brand ambassadors typically carry out promotional activities both online and offline, such as posting on their personal social media accounts, attending official product events, or participating in community events (Riahanah et al., 2021). Glad2Glow uses *brand ambassadors* like Syifa Hadju, one of its *Instagram* ambassadors. A phenomenon seen on the official Instagram account @glad2glow.id shows that **consumer interaction significantly increases** on posts featuring Syifa Hadju compared to posts involving other influencers. This is evident in the higher **number of comments, likes, and user engagement rate**. **This increased interaction indicates that brand ambassadors with a positive image and high popularity are able to trigger greater emotional responses and consumer interest.** compared to regular promotional content.

## LITERATURE REVIEW

### The Influence of Social Media Promotion Strategies on Purchasing Decisions

Based on research conducted by Annisa & Setiawan, (2020) entitled "The influence of promotional strategies on (consumer decisions in purchasing Sari Ayu *skincare at the Palembang Icon mall outlet* " it can be concluded that promotional strategies have a positive influence on purchasing decisions. This is in line with a number of other studies (Tasya et al., 2023 Juli et al., 2022, Hidayat et al., 2023). Based on the theoretical explanations presented previously, it can be understood that developing a sound foundation for influencing purchasing decisions requires a promotional strategy. Social media is an alternative medium for establishing effective communication with customers and communicating product advantages. Social media is a *platform* where consumers interact with a brand. Information is needed to anticipate changes in product information, pricing, and other important aspects of a product, as this will impact consumer profitability. Purchasing decisions according to Kotler and Keller, consumer behavior is the study of how individuals, organizations, and groups buy, select, and use ideas, products, and services to meet consumer needs and desires (Tasya et al., 2023). From this understanding, consumer behavior actions must analyze activities that are clearly visible from processes that are difficult to observe. In addition to studying what consumers buy, it is also necessary to study where consumers buy, how they buy, and under what conditions the goods or services can be purchased. Therefore, based on the presentation of the results of previous studies, the hypothesis proposed in this study is:

H<sub>2</sub>: It is suspected that the promotional strategy has a positive and significant influence on the purchasing decisions of Glad2Glow products among consumers in Lhokseumawe city.

### Electronic Influence Word of Mouth on Glad2Glow Product Purchase Decisions

Based on research conducted by Adila et al., (2023) entitled "The Influence of *Electronic Word of Mouth* , Price and Product Quality on Purchasing Decisions for Hanasui Serum Products", it can be concluded that the variables *Electronic Word of Mouth*, Price and Product Quality the product has positive and significant partial influence and simultaneously on the decision to purchase Hanasui serum products. This is in line with other studies (Napitu et al., 2024, Oping et al., 2022, Ramadhani, 2020). Word-of-mouth advertising is the most effective way to market a product, as we live in an era of rapid technological advancement. Through social media, word-of-mouth advertising can encourage consumers to purchase beauty products, such as Glad2Glow, through positive and negative information shared by other consumers on social media platforms like *Instagram*, *TikTok*, *YouTube* , and others. The term *word of mouth* is closely related to the concept of viral marketing, which means that marketers can leverage the power of social media to promote products or services. Electronic word-of-mouth advertising is an effective tool for transforming influencer networks, capturing the attention of recipients, generating interest, and increasing sales, all of which impact consumer behavior. Therefore, based on the results of previous studies, the hypothesis proposed in this research is:

H<sub>2</sub>: It is suspected that *word of mouth* has a positive and significant influence on consumers' purchasing decisions for Glad2Glow products in the city of Lhokseumawe.

### The Influence of Brand Ambassadors on Glad2Glow Purchasing Decisions

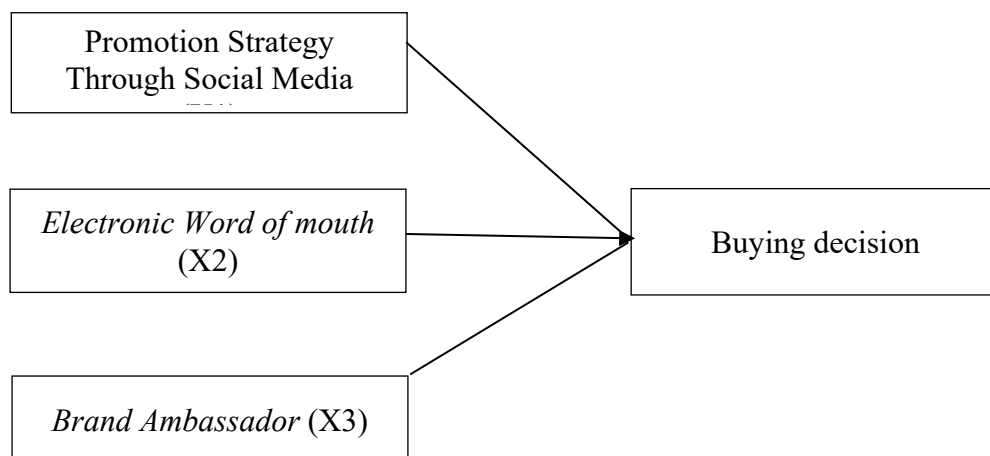
Based on research conducted by Huda et al., (2024) entitled "The Influence of *Brand Ambassadors* and the Korean Wave on *Skincare Product Purchasing Decisions* among Students of STIE Pancasetia Banjarmasin," it can be concluded that *brand ambassadors* have a significant impact on skincare product purchasing decisions for STIE Pancasetia Banjarmasin students. This is in line with research (Indriyani & Tobing, 2023, Agustina Rennie et al., 2023) which shows that Korean celebrity *brand ambassadors* are directly effective in promoting products. The relationship between *brand ambassadors and their audiences* is closely linked to influencing fashion purchasing decisions because *brand ambassadors* are public figures who are considered to have influence and trust from the public. When *brand ambassadors* promote Glad2Glow products, this can increase consumer awareness and interest in the product. *Brand ambassadors* can also provide positive reviews of the Glad2Glow products they promote, thereby increasing consumer trust in the service. Therefore, based on the results of previous studies, the hypothesis proposed in this study is:

H<sub>2</sub>: It is suspected that *brand ambassadors* have a positive and significant influence on Consumers' purchasing decisions for Glad2Glow products in the city Lhokseumawe

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**Conceptual Framework**



**Figure 1.**

**METHOD**

The research object is the target for obtaining data in accordance with opinions. The research object is what can differentiate or bring variation to values, and these values can be across time, the same or different objects and people (Bougie, 2020). The object of this study is the influence of social media promotion, *electronic word of mouth*, and *brand ambassadors*, using the city of Lhokseumawe as the subject. The research location was Lhokseumawe City, Aceh. The statistical population of this study was the Lhokseumawe City community aged 18-35 who had purchased Glad2Glow products at least twice. This study has an infinite population because the researcher does not know the exact number of consumers. The technique used in this study is a *non-probability sampling technique* using the Purposive sampling method where elements in the population do not have the same opportunity for each element or member of the population to be selected to be a sample (Sekaran and Bougie, 2020). According to Hair et al. (2019), in determining the sample size, it is recommended to have a minimum of 5 to 10 observations for each estimated parameter. The respondents in this study were 108 respondents.

**RESULTS AND DISCUSSION**

**Data Normality Test Results**

**Table 1 Results of the One Sample Kolmogorov Smirnov Test**  
**One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		108
Normal Parameters <sup>a,b</sup>	Mean	0.0000000
	Standard Deviation	2.03418111
	Most Extreme Differences	
	Absolute	0.057
	Positive	0.055
	Negative	-0.057
Test Statistics		0.057
Asymp. Sig. (2-tailed)		0.200 <sup>c,d</sup>

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.

Based on the results of the data normality test using the one-sample Kolmogorov-Smirnov test in Table 4.10 above, the asymp. sig. value obtained is 0.200, or greater than the significance level used, namely 0.05 ( $0.200 > 0.05$ ). Therefore, it can be concluded that the data in this study are normally distributed.

**Multicollinearity Test Results**

**Table 2 Multicollinearity Test Results**

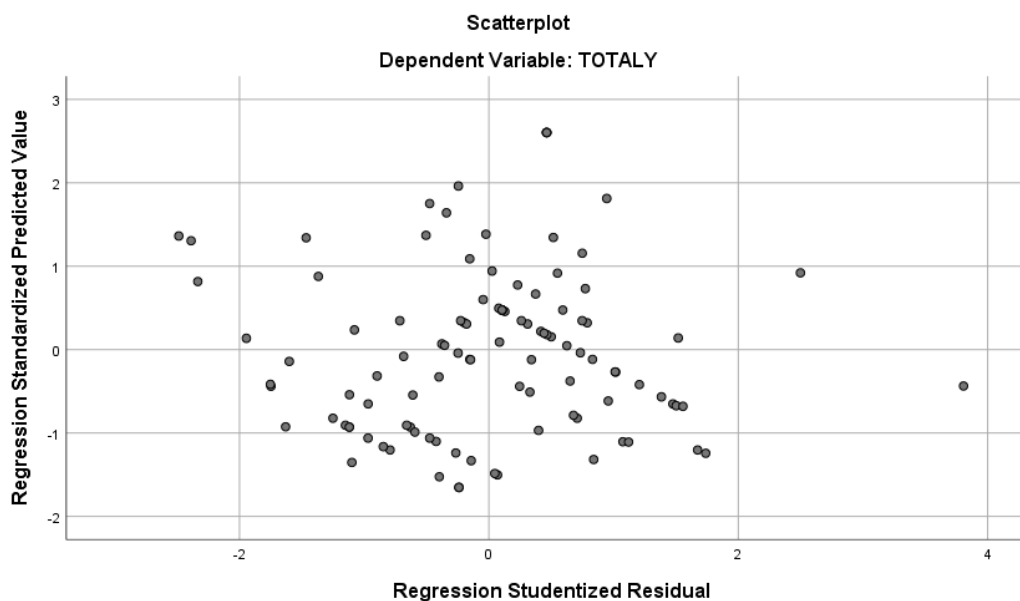
Variables	Tolerance	VIF
Promotion through social media	0.679	1,480
E-Wom	0.639	1,564
Brand Ambassador	0.806	1,241

Source : Data Processed (202 5 )

Based on table 4.12, it can be seen that the VIF value for each research variable is as follows:

1. The VIF value for the promotion variable via social media (X1) is  $1.480 < 10$  and the tolerance value is  $0.679 > 0.10$  so that promotion via social media is stated to have no multicollinearity.
2. The VIF value for the E-Wom variable (X2) is  $1.564 < 10$  and the tolerance value is  $0.674 > 0.10$  so that E-Wom is declared to have no multicollinearity.
3. The VIF value for the brand ambassador variable (X3) is  $1.241 < 10$  and the tolerance value is  $0.806 > 0.10$  so that the brand ambassador is declared to have no multicollinearity.

**Heteroscedasticity Test Results**



**Figure 1 Heteroscedasticity Test**

Based on the image above, it can be seen that the points are spread evenly in heteroscedasticity above and below the number 0 on the Y axis. In addition, these points do not form a particular pattern, so it can be concluded that there are no symptoms of heteroscedasticity in this study.

Multiple Linear Regression

Table 3 Results of Multiple Linear Regression Testing Coefficients <sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	
	B	Std. Error	Beta	
1	(Constant)	2,595	1,647	
	PSM	0.319	0.083	0.292
	E-WOM	0.737	0.139	0.410
	BA	0.373	0.097	0.265

a. Dependent Variable: KP

Based on the table 4.13 above, it can be seen that the constant value (a) is 2.259 and the regression coefficient value for variable X1 is 0.319 , X2 is 0.737 , and X3 of 0.373 . The constant value and regression coefficient are then entered into the multiple linear regression equation as follows:

$$Y = 2.595 + 0.319 X1 + 0.737 X2 + 0.373 X3$$

From the multiple linear regression equation above, it can be explained that the independent variables influence the dependent variable. The following is a description of each regression coefficient:

1. The constant value obtained is 2.595, which means that if the Promotion through Social Media (PSM), *Electronic Word of Mouth (E-WOM)* , and *Brand Ambassador (BA)* variables are zero, then the value of the *Purchase Decision variable* remains at 2.595.
2. The coefficient value obtained by the Promotion through Social Media (PSM) variable is 0.319, which means that if Promotion through Social Media increases by 1%, the Purchasing Decision will also increase by 0.319.
3. The coefficient value obtained by the *Electronic Word of Mouth (E-WOM)* variable is 0.737, which means that if *E-WOM* increases by 1%, the *Purchasing Decision* will also increase by 0.737.

Coefficient of Determination (R<sup>2</sup>)

Table 4 Results of the Determination Coefficient Test (R<sup>2</sup>)

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	0.774 <sup>a</sup>	0.600	0.588	2,06331

Source: Processed Primary Data, 2025

Based on table 4.19 it shows that the *Adjusted R<sup>2</sup> value* is 0.588, meaning that when expressed as a percentage, it is 58.8%. This indicates that the variables of service quality, price, and location influence customer satisfaction by 58.8%, while the remaining 41.2% is influenced by other variables not included in this research model. Thus, it can be concluded that service quality, price, and location have a **strong influence**. on customer satisfaction. Based on the *Adjusted R<sup>2</sup> value* of 58.8%, this indicates that the independent variable has a moderate influence.

The Influence of Social Media Promotion (X1) on Purchasing Decisions (Y)

Based on the data obtained from the distribution of questionnaires, the results of testing the *Promotion variable through Social Media (X1)* against the *Purchase Decision variable (Y)* obtained a t-value of 3.862 > t-table 1.983 and a significance value of 0.000 < 0.05. Thus, the H1 hypothesis is accepted and it can be concluded that *Promotion through Social Media* has a positive and significant effect on *Purchase Decisions* .

The descriptive analysis results show that the average score for social media promotion is 3.72, which is in the agree category based on the Likert scale interpretation. This indicates that respondents assessed Glad2Glow's social media promotion as well-conducted and capable of attracting consumer attention. Informative promotional content, attractive visuals, and consistent marketing messaging are factors that drive consumer interest in learning about and purchasing Glad2Glow products.

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The results of this study indicate that the more intense and engaging promotions conducted through social media, the higher the consumer's decision to make a purchase. Social media is an important tool for companies to provide information, increase brand awareness, and influence consumer behavior. This research aligns with the findings of Oping et al. (2022), which stated that promotions through social media have a positive and significant effect on purchasing decisions. Furthermore, recent research by Novita et al. (2020) also shows that digital promotional strategies through Instagram, TikTok, and Facebook can increase consumer interest and purchasing decisions, particularly in the food and beverage sector.

## The Influence of *Electronic Word of Mouth (E-WOM)* ( $X_2$ ) Against Purchasing Decisions (Y)

The test results of the *Electronic Word of Mouth (E-WOM)* variable ( $X_2$ ) on Purchasing Decisions (Y) show a calculated t value of  $5.284 > t$  table  $1.983$  and a significance value of  $0.000 < 0.05$ . Thus, the  $H_2$  hypothesis is accepted, meaning that *E-WOM* has a positive and significant influence on *Purchasing Decisions*.

The descriptive analysis results show that the average *Electronic Word of Mouth (E-WOM)* score of  $3.80$  falls within the agree category based on the Likert scale interpretation. This indicates that respondents consider reviews, comments, and recommendations regarding Glad2Glow products distributed on social media and digital platforms to be positive and trustworthy.

These findings indicate that consumer recommendations, reviews, and comments on social media play a significant role in influencing other consumers' purchasing decisions. Information delivered electronically is perceived as more authentic and trustworthy, as it stems from direct consumer experience. These findings align with a study by Syahputra (2023), which confirmed that *e-WOM* plays a significant role in driving purchasing decisions. Similarly, research by Oping et al. (2022) shows that positive online consumer reviews not only increase consumer trust but also strengthen purchase intentions.

## The Influence of *Brand Ambassadors* ( $X_3$ ) Against Purchasing Decisions (Y)

Based on the analysis results, the *Brand Ambassador* variable ( $X_3$ ) on *Purchasing Decisions* (Y) has a t-value of  $3.827 > t$ -table  $1.983$  and a significance value of  $0.000 < 0.05$ . Thus, the  $H_3$  hypothesis is accepted, which means that *Brand Ambassador* has a positive and significant effect on *Purchasing Decisions*.

The results of the descriptive analysis show that the average value of *Brand Ambassador* is  $3.76$ , which is in the agree category based on the interpretation of the Likert scale. This shows that respondents consider the presence of Glad2Glow brand ambassadors to be able to attract attention, increase trust, and strengthen the brand image in the minds of consumers. Brand ambassadors act as brand representatives who are able to convey the value, quality, and superiority of products to consumers.

This shows that the presence of a *Brand Ambassador* with a good image, high credibility, and closeness to target consumers can increase consumer interest in making a purchase. The role of a *Brand Ambassador* is not only as a promotional icon, but also as a representation of brand values and identity in the eyes of consumers. This research is in line with the findings of Herkamilan et al., (2024), which stated that *Brand Ambassadors* have a significant influence on consumer behavior, especially purchasing decisions. Furthermore, research by Dewi & Saudarna, (2022) strengthens this finding by stating that the credibility and popularity of a *Brand Ambassador* can build a positive *brand image* that ultimately encourages consumers to purchase the promoted product.

## CONCLUSION

Based on the results of the data analysis that has been carried out regarding the influence of Promotional Strategies through Social Media, *Electronic Word of Mouth (E-WoM)*, and Brand Ambassadors on Purchase Decisions for Glad2Glow products in Lhokseumawe City, the following conclusions can be drawn:

1. Social media promotional strategies have a positive and significant impact on purchasing decisions. This means that the more effective the social media promotional strategy, the greater the likelihood that consumers will make a purchase decision for Glad2Glow products.
2. Electronic Word of Mouth (E-WoM) has a positive and significant influence on purchasing decisions. This indicates that the higher the level of positive reviews, recommendations, and experiences consumers share online, the higher their purchasing decisions for Glad2Glow products.
3. Brand ambassadors have a positive and significant influence on purchasing decisions. The presence of credible, popular brand ambassadors who accurately represent the product's image will encourage consumers to trust Glad2Glow products and decide to purchase them.

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