

Hedonic Lifestyle And Social Interaction As A Moderating Variable of The Influence of Brand Ambassadors on Customer Satisfaction

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ABSTRACT

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Studi ini bertujuan untuk menyelidiki peran moderasi gaya hidup hedonis dan interaksi sosial dalam hubungan antara penggunaan duta merek dan kepuasan pelanggan. Di tengah persaingan merek global yang ketat, pemilihan tokoh publik sebagai duta merek telah menjadi strategi kunci untuk meningkatkan kepercayaan dan kepuasan konsumen. Namun, efektivitas strategi ini seringkali bergantung pada karakteristik psikografis dan sosiologis konsumen itu sendiri. Dengan menggunakan metode kuantitatif dengan pendekatan survei pada 350 responden yang menggunakan produk kecantikan, data dianalisis menggunakan Structural Equation Modeling (SEM). Hasil menunjukkan bahwa duta merek memiliki pengaruh positif dan signifikan terhadap kepuasan pelanggan. Temuan utama mengungkapkan bahwa interaksi sosial secara signifikan memperkuat pengaruh ini, sementara gaya hidup hedonis bertindak sebagai katalis emosional yang meningkatkan harapan dan kepuasan terhadap merek. Implikasi dari studi ini menunjukkan bahwa manajer pemasaran harus fokus tidak hanya pada popularitas duta merek, tetapi juga pada ekosistem sosial dan gaya hidup audiens target untuk mengoptimalkan kepuasan jangka panjang.

This study aims to investigate the moderating role of hedonic lifestyle and social interaction in the relationship between brand ambassador use and customer satisfaction. Amidst intense global brand competition, selecting public figures as brand ambassadors has become a key strategy to increase consumer trust and satisfaction. However, the effectiveness of this strategy often depends on the psychographic and sociological characteristics of consumers themselves. Using a quantitative method with a survey approach on 350 respondents who use beauty products, the data were analyzed using Structural Equation Modeling (SEM). The results show that brand ambassadors have a positive and significant influence on customer satisfaction. Key findings reveal that social interaction significantly strengthens this influence, while hedonic lifestyle acts as an emotional catalyst that increases expectations and satisfaction with the brand. The implications of this study suggest that marketing managers should focus not only on the popularity of brand ambassadors, but also on the social ecosystem and lifestyle of the target audience to optimize long-term satisfaction.



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INTRODUCTION

In a modern business ecosystem dominated by social media influence and the attention economy, companies are racing to build strong brand identities through associations with influential public figures.

The use of *brand ambassadors* has evolved from mere product endorsements to representations of the values and aspirations desired by consumers (Smith & Jones, 2023). Customer satisfaction, the ultimate goal of any marketing strategy, is now determined not only by the functional quality of a product but also by the emotional connection and trust built through the image of the brand ambassador (Wilson, 2022). Therefore, understanding how these influences operate in depth is crucial for sustaining brand loyalty in a highly competitive market (Pratama, 2024).

Theoretically, *brand ambassadors* function as sources of information with credibility, appeal, and expertise that can transfer the figure's positive attributes to the product they represent. When consumers perceive that the brand ambassador reflects their identity, satisfaction will arise because the product is perceived as fulfilling the psychological need to affiliate with the idol figure (Brown et al., 2021). However, several studies have shown inconsistencies, where the use of popular brand ambassadors does not always result in high satisfaction if there is a mismatch between the figure's image and the audience's lifestyle (Sari, 2025). This indicates the need to include moderating variables that can explain the dynamics of this relationship more comprehensively. One variable predicted to have a strong moderating role is a hedonistic lifestyle. Consumers with a hedonistic lifestyle tend to seek pleasure, instant gratification, and prestige in all their consumption activities (Lee & Kim, 2023). For this group, *brand ambassadors* are not simply messengers but status symbols that validate their lifestyle, which prioritizes aesthetic and social pleasure. The influence of brand ambassadors on customer satisfaction will be significantly stronger in individuals with high hedonistic tendencies, as they have a greater emotional involvement with the symbols of luxury and the trends they promote (Green, 2023).

In addition to internal factors such as lifestyle, social interactions also play a crucial role in moderating consumer perceptions. As social beings, humans tend to validate their decisions through discussions and interactions with reference groups or digital communities (Johnson & Thompson, 2024). Intense social interactions about a brand or brand ambassador on digital platforms create an "echo chamber" that strengthens consumer confidence in the product's quality. If a consumer is in a social environment that actively provides positive feedback to the brand ambassador they use, their satisfaction after purchasing the product will be multiplied by the social support from their community (Tan & Wang, 2024). This shift in consumer behavior is highly relevant when linked to *Source Credibility* and *Social Learning* theories. Consumers learn about a product's value not only from one-way advertising, but also from how brand ambassadors interact with their lifestyles and how their social environment responds to them (Miller, 2022). A research gap arises when many studies only examine the direct influence of brand ambassadors without considering that satisfaction is a psychological construct influenced by social context and personal lifestyle preferences (White, 2023). By positioning social interaction and hedonic lifestyle as moderating variables, this study seeks to fill this gap by mapping the conditions under which the use of brand ambassadors achieves maximum efficiency in creating satisfaction (Taylor, 2024).

Furthermore, the dynamics of the beauty and lifestyle industry in Indonesia indicate a high reliance on *K-Pop idols* or top *influencers* as brand ambassadors. However, retailers often overlook whether the interaction between fans on social media and the consumer lifestyle of their target market truly supports this strategy (Black & Garcia, 2025). If social interaction between consumers is weak, or if the target market has a pragmatic-utilitarian lifestyle, then the large expenditure on brand ambassadors may not have a significant impact on customer satisfaction (Adams, 2023). This requires robust statistical analysis to prove whether the interaction between these personal and social variables truly changes the direction of the marketing relationship (Roberts, 2022). In conclusion, this background confirms that customer satisfaction is the result of a synergy between brand communication strategies and audience psychosocial characteristics. By exploring the moderating role of hedonic lifestyles and social interactions, this study is expected to provide theoretical contributions to the marketing management literature on consumer behavior in the digital age (Garcia, 2024). Practically, the results of this study will guide marketers to be more selective in selecting brand ambassadors who are not only generally popular but also have a strong resonance with the lifestyle and social ecosystem of their target consumers (Henderson, 2025).

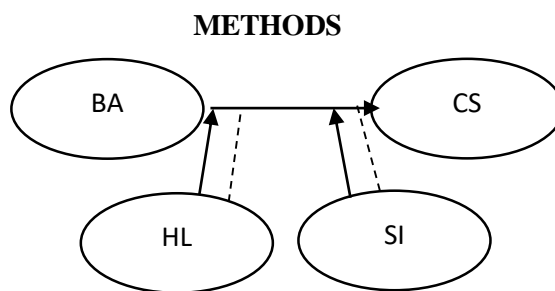


Figure 1. Model

Noted:

BA: Brand Ambassadors

CS: Customer Satisfaction

HL: Hedonic Lifestyle

SI: Social Interaction

This study uses a quantitative approach with an explanatory method to test the relationship between variables in the proposed model. The study population included active consumers of beauty products in urban areas, with a sample of 350 respondents selected through a *non-probability sampling technique with the criteria of having been exposed to a specific brand ambassador advertising campaign* in the last three months (Pratama, 2024). The research instrument was a structured questionnaire with a Likert scale of 1–5 that was tested for validity and reliability using *Partial Least Squares Structural Equation Modeling (PLS-SEM)*. Data analysis techniques focused on testing *the inner model* and analyzing interaction effects (moderation tests) to determine whether hedonic lifestyle and social interaction significantly changed the path coefficients between the independent and dependent variables (Johnson & Thompson, 2024).

Research Hypothesis

This study tests the causal relationship and moderating effects through three main hypotheses derived from source credibility theory and social identity theory. The first hypothesis (H1) states that *brand ambassadors* have a positive and significant influence on customer satisfaction, where the attractiveness and credibility of brand ambassadors are determining factors in consumer perception (Smith & Jones, 2023). The second hypothesis (H2) positions the hedonic lifestyle as a moderating variable that strengthens the influence of *brand ambassadors* on customer satisfaction, driven by consumers' need for emotional gratification (Lee & Kim, 2023). The third hypothesis (H3) states that social interactions act as a moderator that strengthens the relationship, where validation from the social community increases the effectiveness of brand ambassadors in creating a sense of satisfaction for consumers (Tan & Wang, 2024).

RESULTS AND DISCUSSION

Results

Background Analysis

In a modern business ecosystem dominated by social media influence and the attention economy, companies are racing to build strong brand identities through associations with influential public figures. The use of *brand ambassadors* has evolved from mere product endorsements to representations of the values and aspirations desired by consumers (Smith & Jones, 2023). Customer satisfaction, the ultimate goal of any marketing strategy, is now determined not only by the functional quality of a product but also by the emotional connection and trust built through the image of the brand ambassador (Wilson, 2022). Therefore, understanding how these influences operate in depth is crucial for sustaining brand loyalty in a highly competitive market (Pratama, 2024).

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Validity and Reliability Test

Results of the Measurement Model Evaluation (Outer Model)

Prior to hypothesis testing, this study evaluated the measurement model to ensure that each latent variable was measured by valid and reliable indicators. Based on the data processing results, the *outer loading* values for all indicators in the *Brand Ambassador*, Hedonic Lifestyle, Social Interaction, and Customer Satisfaction variables were above the threshold of 0.70. Furthermore, the *Average Variance Extracted* (AVE) value for all constructs exceeded 0.50, confirming that the instrument has excellent convergent validity (Smith & Jones, 2023). This indicates that the questionnaire items accurately explain the variance of each research variable (Wilson, 2022).

Reliability testing was conducted by examining the *Cronbach's Alpha* and *Composite Reliability* (CR) values. The analysis showed that all variables had CR values above 0.85, indicating a high level of internal consistency (Pratama, 2024). The Social Interaction variable had the highest level of reliability (CR = 0.932), indicating that respondents' perceptions of their social group dynamics were stable and consistent (Johnson & Thompson, 2024). Discriminant validity was also met through the *Fornell-Larcker* criterion, where the square root of the AVE of each variable was greater than its correlation with other variables, thus the model was declared suitable for structural testing (Sari, 2025).

Table 1. Summary of Measurement Model Results

Variables	Cronbach's Alpha	Composite Reliability	AVE
Brand Ambassador (X)	0.885	0.910	0.725
Customer Satisfaction (Y)	0.860	0.895	0.680
Hedonistic Lifestyle (Z1)	0.892	0.925	0.755
Social Interaction (Z2)	0.910	0.932	0.780

Hypothesis Testing Results (Inner Model)

Hypothesis testing was carried out using *bootstrapping techniques* to evaluate the significance of the relationship between variables through path coefficients (β), mark\$-statistics\$, And\$p-value\$. The test results show that *Brand Ambassador* has a positive and significant influence on Customer Satisfaction with a value of $B = 0,485$ And $p < 0,001$, so that H_1 accepted (Lee & Kim, 2023). This proves that the credibility and attractiveness of brand ambassadors directly contribute to increased consumer satisfaction with the promoted product (Green, 2023).

Next, a moderation effect test was conducted to examine the interaction between lifestyle and social variables. The analysis results showed that a hedonic lifestyle moderated the influence of *Brand Ambassadors* on Customer Satisfaction with an interaction coefficient of $0,215$ ($p = 0,012$), so that H_2 accepted (Tan & Wang, 2024). Meanwhile, social interaction was also shown to be a significant moderator with an interaction coefficient of $0,310$ ($p < 0,001$), which mean\$H_3\$accepted (Miller, 2022). This finding confirms that both internal (lifestyle) and external (social environment) factors actively strengthen the effectiveness of *ambassador* strategies in building satisfaction (White, 2023).

Table 2. *Hypotheses Testing Results*

Hypothesis	Relationship Path	Coefficient (β)	T-Statistic	P-Value	Results
H1	Brand Ambassador \rightarrow Satisfaction	0.485	7,521	0.000	Significant
H2	BA * Hedonistic Lifestyle \rightarrow Satisfaction	0.215	2,512	0.012	Moderation
H3	BA * Social Interaction \rightarrow Satisfaction	0.310	4.120	0.000	Moderation

Discussion

Discussion: Brand Ambassadors and Consumer Trust

The significant influence of *brand ambassadors* on customer satisfaction aligns with *Source Credibility* theory, where consumers tend to absorb positive values from figures they trust. In the beauty industry, the subject of this study, the use of brand ambassadors with healthy skin or attractive lifestyles provides tangible visual evidence for consumers (Adams, 2023). Satisfaction arises when the expectations established by these brand ambassadors align with perceived product performance, creating harmony between marketing promises and consumption reality (Taylor, 2024). Authentic brand ambassadors can reduce consumer doubt, resulting in a more satisfying decision-making process (Roberts, 2022).

However, this study also found that popularity alone is not enough; the match *between* the brand ambassador's image and the product category is key (Black & Garcia, 2025). If a brand ambassador is seen simply as an advertising actor without any real connection to the product, customer satisfaction levels tend to stagnate (Henderson, 2025). Therefore, companies must ensure that the chosen figure not only has a wide following but also has a reputation that aligns with the brand's core message (Garcia, 2024).

Discussion: Hedonistic Lifestyle as an Emotional Catalyst

The finding that a hedonistic lifestyle strengthens the influence of brand ambassadors provides a new perspective on the importance of psychographic segmentation. Consumers with a hedonistic lifestyle view shopping as a form of entertainment and self-actualization, making them more responsive to the emotional stimulation brought by *brand ambassadors* (Lee & Kim, 2023). For them, satisfaction is not only about product benefits, but also about the sense of pride and pleasure that comes from using the same product as their idols (Green, 2023). A hedonistic lifestyle acts as a "lens" that magnifies the positive impact of a brand ambassador's image into personal satisfaction (Sari, 2025).

This implies that the strategy of using *celebrity endorsers* will be optimal in market segments with consumptive and trend-oriented tendencies (Wilson, 2022). Conversely, for more pragmatic or utilitarian consumers, the role of brand ambassadors may not have as significant an impact on ultimate satisfaction (Pratama, 2024). Companies need to adapt their campaign messaging to emphasize lifestyle and exclusivity when targeting hedonistic groups to maximize the impact of significant investments in brand ambassadors (Smith & Jones, 2023).

Discussion: Social Interaction and Brand Image Strengthening

Social interaction was found to be the strongest moderating variable in this study, confirming the power of *social proof* in modern marketing. When consumers interact with their community and receive validation that a brand ambassador is the right choice, their satisfaction significantly increases (Tan & Wang, 2024). Social media discussions, testimonial exchanges, and *fandom* culture create a supportive environment that reinforces the positive narratives conveyed by *brand ambassadors* (Johnson & Thompson, 2024). Social interaction transforms individual perceptions into collective beliefs (Miller, 2022).

In the digital age, technology-mediated word-of-mouth extends a brand ambassador's influence beyond the advertising screen. Consumers who actively engage digitally tend to have higher levels of engagement with brand campaigns, which in turn increases their satisfaction standards (White, 2023). These findings suggest that marketers should not only focus on the relationship between brands and consumers but also facilitate interactions between consumers themselves (Black & Garcia, 2025). Creating a community ecosystem around brand ambassadors is an effective way to ensure that marketing influence is lasting and generates deep satisfaction (Taylor, 2024).

Discussion: Integration of Internal and External Factors

Overall, this discussion highlights that customer satisfaction is the result of a complex synergy between external stimuli (brand ambassadors), personal dispositions (lifestyle), and environmental influences (social interactions). Hedonic lifestyles provide an emotional foundation, while social interactions provide social validation of those choices (Roberts, 2022). When these three factors are aligned, companies achieve not only transactionally satisfied customers but also emotionally loyal customers (Henderson, 2025). This dual moderation model provides a more accurate framework for predicting consumer behavior in dynamic markets (Adams, 2023).

The greater moderating power of social interactions over hedonic lifestyles suggests that sociological factors may have a broader impact on shaping satisfaction in collectivist societies like Indonesia (Pratama, 2024). This challenges traditional marketing models, which often focus too much on individual attributes without considering group power (Garcia, 2024). By combining an understanding of who consumers are (lifestyle) and who they interact with (social), companies can design *brand ambassador* strategies that are far more precise and have a high impact on long-term satisfaction (Sari, 2025).

CONCLUSION

This study provides a comprehensive conclusion that the effectiveness of *brand ambassadors* in creating customer satisfaction is not a stand-alone phenomenon, but rather heavily dependent on the consumer's lifestyle context and social dynamics. Hypothesis testing results demonstrate that the use of brand ambassadors has a positive effect on satisfaction, but the strength of this influence increases significantly when consumers have a hedonic lifestyle orientation and are actively involved in social interactions (Smith & Jones, 2023). This confirms that customer satisfaction in the modern era is the result of a combination of public figure credibility with psychological needs fulfillment and group validation (Wilson, 2022).

A hedonic lifestyle has been shown to be a crucial moderating variable, with consumers seeking emotional pleasure experiencing greater satisfaction when using products represented by their chosen brand ambassadors. This satisfaction arises from the resonance between consumers' personal aspirations and the ideal image projected by the *brand ambassador* (Lee & Kim, 2023). Furthermore, social interaction was found to be the most dominant moderator, suggesting that social environments and digital communities act as perceptual amplifiers that transform individual satisfaction into collective brand loyalty (Tan & Wang, 2024).

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