

# The Influence of Celebrity Endorsers and E-WOM on Purchase Decisions of Skintific with Brand Image as an Intervening Variable in Jakarta

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#### **Article History**

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DOI: https://doi.org/10.56127/ijm l.v4i2.1936 Abstract: A marketing tactic that can influence purchasing decisions is Celebrity Endorsement and electronic word-of-mouth. The purpose of this study is to evaluate how electronic word-ofmouth and celebrity endorsements affect consumer behavior. decisions in Jakarta that use brand image as a mediating factor. The SEM-PLS technique is used in this study's descriptive quantitative methodology. The application utilized is SmartPLS version 4.0.0, employing sample data from 140 respondents via questionnaire distribution. The findings show that celebrities who endorse products exert a positive and significant impact on purchase decisions, whereas electronic word of mouth lacks a considerable effect on synthetic purchasing decisions. Moreover, Brand Image can serve as a mediator in the impact of celebrity endorsers. Electronic word-of-mouth influences purchasing decisions for skincare product in Jakarta. This research is limited to Skintific users in DKI Jakarta so the results may not be generalizable to a wider population. Apart from that, this research only considers the variables of celebrity endorser, E-WOM, and brand image, without examining other factors that might influence purchasing decisions. This research provides new insight into how celebrity endorsers and electronic word of mouth can be used in marketing strategies for skincare products. Apart from that, this research can also be a reference for companies that are formulating more effective marketing and branding strategies.

**Keywords**: Celebrity Endorsers; E-WOM; Purchase Decisions; Brand Image

#### **INTRODUCTION**

The evolution of the corporate sector has accelerated significantly. This is caused by the emergence of competition, so businesses must immediately plan strategies to provide customer satisfaction by making high-quality products that are different from other products. One of them is cosmetics. According to data collected by BPOM (Food and Drug Supervisory Agency), The cosmetics business witnessed a 20.6% rise in the number of enterprises in September 2022. Indonesians are becoming more conscious of the significance of keeping a healthy body to improve appearance and self confidence, which is now a lifestyle. (Hardum, 2021).

Skintific is a cosmetics brand originating from Canada. In 1957, Besutan Kristen Tveit and Ann Kristen Stokke released Skintific in Oslo, Norway. Skintific was first available on the Indonesian market in August 2021. The Skintific brand is embedded in customer memories and has become the main choice for customers looking for skincare solutions. Skintific uses a visual marketing strategy, namely the slogan "Repair Your Skin Barrier" which means "Repair Your Skin Barrier" to attract the attention of women who want smooth and soft skin. This strategy is expected to increase the general public's understanding of the company's products and influence consumers' decisions to buy this skintific. The effectiveness of Skintific in garnering consumer attention is intrinsically linked to the marketing strategy employed.

One of them is the use of celebrity endorsers, where Skintific involves several Indonesian celebrities such as Tasya Farasya, Rachel Vennya, Nagita Slavina, and Nicholas Saputra to promote their products via social media websites. Apart from that, Electronic word-of-mouth, or e-WOM, is also a component It may affect customer choices regarding Skintific product purchases. However, regardless of the marketing strategy implemented, there was a decline in Skintific sales in certain periods. Apart from that, there are also negative reviews about Skintific products on social media, which can affect the brand image of the business. This warrants additional investigation, as brand image may significantly impact customer purchase decisions.

Skintific has made good use of social media, Skintific's flagship facial moisturizer ranked first on the list of best-selling facial moisturizers with volume sales of 20.6%, beating Wardah at 9.1%, along with other cosmetic brands. Social media, particularly through the endorsement of celebrities, significantly impacts product marketing methods, shaping consumer purchase decisions and establishing brand identity. Additionally, Electronic word-of-mouth greatly influences the choices that consumers make.

Analysis of the effects of celebrity endorsers is the goal of this study. The effects Of electronic word-of-mouth The effects and perception of brands of electronic word-of-mouth on Skintific products purchases, in order to comprehend how these elements affect consumer choices in the swiftly evolving skincare sector. Considering Findings from the research carried out by (Salman et al., 2023) entitled " The Impact of Celebrity Endorsers, Word of Mouth, and Brand Image on Skintific Product Purchase Decisions" explains that partially Decisions about purchases are heavily impacted by celebrity endorsers of Skintific Product Users in Medan City. Contrary to research conducted by (Maryam Tazkiyatunnisa, n.d.) entitled "The study titled ' The Impact of Celebrity Endorser, Influence of Product Quality and Brand Image on Purchase Decisions for Maybelline Cosmetic Products' indicated that The variable of celebrity endorsers exerted a negative and insignificant impact impact judgments about purchases." Acquisition choices. Research by Noviandini and Yasa (2021) titled "Brand Trust's Function in Moderating the Impact of Electronic Word-of-Mouth on Purchase Intentions" indicates that electronic word-of-mouth has a favorable and significantly affects the shopping decisions of Traveloka consumers in Denpasar. Contrary to research (Yulianty 2019, n.d.) Says that electronic of mouth does not influence purchasing decisions. And according to research According to (Lia Eka Saputri1, Agus Utomo2, n.d.) The research titled " The Impact of Price, Product Quality, and Brand Image on Purchase Decisions for Converse Shoes in Surakarta" indicates that the brand image variable favorably and greatly influences purchasing decisions. According to Septiyani Ratna Dilasari (n.d.), brand image does not affect consumer purchase decisions.

#### LITERATURE REVIEW

This study employs the notion of the behavior of consumers. The following factors affect consumer behavior two primary categories: internal factors, which include motivation, perception, attitude, and experience, and external influences, encompassing culture, social conventions, family influence, and advertising. Behavior Consumer used to base this research where a behavior has factors that influence it. In this research, variables such as Image of the brand, electronic word-of-mouth, purchase decisions, and celebrity endorsements which are based on internal and external factors where consumer motivation to purchase a product is influenced by basic needs and social influences can influence purchasing decisions, usually originating from past events or experiences.

#### **Purchase Decisions**

Sudirjo (2020) that consumers can make decisions about what brand they will buy because they need or want certain products. Making a purchase is the phase in which the buyer decides, acquires the product, and utilizes it. Tjiptono (2020:22) defines purchase decisions as components of consumer behavior, encompassing behaviors immediately associated with the acquisition of goods and services, together with the decision-making procedure that both initiates and concludes these operations. Research (Habibah et al., 2018) identifies multiple elements that affect purchase decisions, including cultural, societal, personal, and psychological factors. Research by Senggetang et al. (2019) identifies numerous factors, including product stability, habitual purchasing, recommending items to others, and repeat purchases.

## **Brand Image**

As articulated by Sudirjo et al. (2020), one of the Brand perception is one factor that influences consumer satisfaction. In the absence of a robust brand, a product may fail to gain public recognition, thereby adversely affecting the company. Consumers perceive that a favorable brand image confers additional value, as it cultivates a perception that enhances their interest in purchasing the product. Consequently, consumers are inclined to pay a premium to acquire the desired item.

Several factors influence Brand Image according to research (Yoeliastuti et al., 2021)(Habibah et al., 2018), these factors include: Quality refers to the quality of goods or products sold by producers with certain brands, they are trusted, things This is related to people's beliefs about a product, Benefits are related to how consumers view a product as useful, Service This is related to the services provided by producers to their customers, Risk includes profits and losses or the large and small possibilities experienced by consumers, Price, is related to term influence length of the product and the amount spent by the customer, the brand image itself, which includes views, data and approval about the product brand. And according to research (Riady, 2022) there are several indicators including the brand being easily recognized, the brand having a good reputation, and the brand always being remembered.

## **Celebrity Endorser**

According to Sanditya (2019), celebrity endorsers are well-known individuals who lend their name and act as consumer representatives for the products or services offered by the business. Similarly, Rinawati et al. (2021) stated that celebrity endorsers serve as product advocates who convey messages to improve brand reputation.

Research conducted by Suhardi and Irmayanti (2019) indicates that various factors significantly influence the effectiveness of celebrity endorsers. These factors encompass risk, physical attractiveness, credibility, trustworthiness, amiability, the alignment between the celebrity and the product, the celebrity's profession, and the compatibility between the celebrity and the target audience. Research by Siregar and Simanjuntak (2021:13) identifies various markers, including interest, strength, and credibility.

## **Electronic Word Of Mouth**

Electronic Word-of-Mouth refers to reviews disseminated through websites, which are regarded as the second most commonly utilized source of information for the recommendation of products and services. Consequently, service providers commenced utilizing online client reviews, commonly known as eWOM, or electronic word of mouth. EWOM serves as a marketing instrument by encouraging customers to talk to others about their own experiences (Yang et al., 2018).

Several indicators influence electronic word of mouth according to research (Mahaputra & Setiawan, 2019), information, knowledge, answers, and reliability.

## Hypothesis Development and Framework

Previous research can be used as a source for hypotheses or answers in current research. In addition, previous research can be used as a source of comparison with current research written by the author. Next, several previous studies collected from journals and the internet were used as a comparison to determine the similarities and differences between the two.



Figure 1. Thinking Framework

The results of research carried out by (Sadilah & Simamora, 2020) state that brand image is positively impacted by celebrity endorsements. Respect is a key attribute of celebrity endorsement that significantly impacts brand image. Companies must prioritize the utilization of celebrities that possess a positive public image, inspire others, and maintain a high reputation.

Meanwhile, study by Wijaya (2020) confirms that celebrity endorsers significantly impact brand image. The following hypothesis was derived from the outcomes of prior study conducted.

## H1: Celebrity Endorser favorable influence on the brand's image

Electronic word-of-mouth refers to customer feedback or remarks regarding products disseminated through the internet, anticipated to diminish advertising expenses and cultivate favorable perceptions for companies and brands. A product's brand reputation will enhance with numerous endorsements from existing customers to prospective ones (Putri & Nasution, 2021).

This aligns with findings from research (Gunawan & Pertiwi, 2022), which indicated that electronic discourse positively influences brand reputation. Grounded in theory and prior studies, the researchers formulated following the hypothesis:

## H2: Electronic word-of-mouth beneficial impact on the image of the brand

Brand image is the most common factor, Gillania said that (Nathanael, 2022). When consumers choose goods and possess no prior product experience or service, they usually propensity for trust brands that are liked or well-known. If someone is not previously aware of the benefits of the product, they tend to rely on the brand that most people prefer. Brands that are stronger and well-regarded by the public will make better purchasing decisions, while brands that are not well-known and less trusted will make lower purchasing decisions (Huda, 2020).

This is consistent with studies that have been done. (Liyono Arie, 2022) It asserts that decisions to buy are positively impacted by brand image. Drawing from existing research and theory, The following theory was developed by the researchers:

# H3: Purchasing decisions are positively impacted by brand image.

Research carried out by Wardani and Ali Maskur (2022) indicates that the acts of celebrity endorsers positively influence purchase decisions; the more favorable the celebrity endorser, the more significant the purchasing decision. Additionally, research by Kalangi et al. (2019) revealed that consumers' Decisions about what to buy are affected by celebrity endorsers. Consider the individuals who will serve as celebrity endorsers for the product's success.

The primary factor influencing customer purchasing decisions is trust in celebrity endorsers. Consumers will recognize the celebrity's accomplishments and possess adequate knowledge about the promoted product, hence impacting their purchasing decisions (Permatasari, 2019). Grounded in theoretical frameworks and prior investigations, the researchers formulated the subsequent hypothesis:

# H4: Purchase decisions are positively impacted by celebrity endorsements.

Electronic word-of-mouth (e-WOM) describes the favorable or unfavorable remarks regarding A business or product that is accessible to a large audience electronically audience, including potential, current, or former customers. In his research, e-WOM characteristics were utilized to integrate traditional WOM themes (Liyono Arie, 2022). As articulated in the study (Liyono Arie, 2022), e-WOM exerts a favorable impact on purchasing decisions.

This is confirmed by findings from research (Santosa, 2018), which asserts that e-WOM significantly influences purchasing decisions and is the predominant variable affecting them. Drawing from theoretical frameworks and prior studies, The following theory was developed by the researchers:

## H5: Purchase decisions are positively impacted by electronic word-of-mouth.

A study suggests that the endorsement of specific celebrities indirectly influences customers' purchasing decisions through brand image (Pratiwiningsih, 2018). A compelling and high-quality endorsement enhances the brand image, making the products more appealing to consumers. Furthermore, research revealed that celebrity endorsements significantly impact customers' purchasing decisions (Wijaya, 2020). Considering theoretical frameworks and previous studies, the researchers formulated the following hypothesis.

H6:Celebrity Endorser influences purchasing decisions positive when brand image is used as an intervening variable.

Getting customers to decide to purchase a product is a difficult task (Andini, 2013). Consequently, enhancing consumer trust in companies, in addition to acquiring knowledge, is crucial for making informed purchasing decisions (Aaker, 1997 in Rangkuti, 2009). An investigation conducted by Yulianto and Purnamasari (2018) revealed that brand image favorably affects purchase decisions. Products possessing a robust Brand Image in consumers' perceptions can enhance a company's performance, profitability, long-term earnings, and growth potential (Del Rio, Vesques, and Igle, 2001). This phenomenon arises as a positive brand image motivates consumers to explore the product's benefits, qualities, or attributes (Sunarti, et al., 2019). Cristyanti (2020) asserted that electronic word-of-mouth (eWOM) influences brand perception, hence affecting customer product selection. This perspective implicitly indicates that the brand image established Purchase decisions are impacted by electronic word-of-mouth.

That is consistent with prior research by Feniali (2020), which demonstrates that Positive effects of E-WOM purchasing decisions via brand image. Grounded in theoretical frameworks and prior studies, the researchers formulated the subsequent hypothesis: **H7: Electronic word-of-mouth has a beneficial influence on purchasing decisions** (eWOM)., with brand image acting as an intervening variable.

#### **RESEARCH METHOD**

The research employs quantitative methodologies utilizing a causal research design and the method known as Structural Equation Modeling (SEM). The research population comprises an indeterminate number of users who have acquired or utilized Skintific Skincare Products in the Jakarta region. The research sample employed Structural Equation Modeling analysis with a minimum of 100 samples. Hair et al. (Wati, 2021) state that The quantity of study indicators should be increased by ten because of the uncertain total population. This research comprises 14 indicators, necessitating a sample size of 14 (indicators) x 10 = 140 respondents. In accordance with the recommendation that the minimum number of respondents for SEM analysis is 100, the sample size is established at 140 respondents who have purchased or utilized skincare items. Scientific research in the Jakarta region. The data gathering approach employed is primary data collected by means of online survey dissemination.

## **Methods Of Data Acquisition**

This research utilizes a questionnaire for data collection, applying A Likert scale to gauge the mindsets, beliefs, and opinions about responses on a scale ranging from 1 to 6. The scale categories include STS (Strongly Disagree), TS (Disagree), CTS (Moderately Disagree), CS (Moderately Agree), S (Agree), and SS (Strongly Agree).

## **Research Variables**

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This research consists Using two independent variables, specifically Celebrity Endorser and Electronic Word of Mouth. The variable that is dependent on this research is Purchase Decision and the mediating variable is Brand Image. The following indicators are used for every variable:

Variable	Indicator	Source
Celebrity Endorser	1. Attractiveness	(Algiffary et al., 2020)
(X1)	2. Trust	(Siregar and Simanjuntak
	3. Skill	2021)

Table. 1. Operational R	esearch Variables
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Electronic Word of	1. Intensity	(Mahaputra & Setiawan,
Mouth	2. Valence of Opinion	2019)
(X2)	3. Content	(Goyette 2010)
<b>Purchase Decision</b>	1. Product Selection	(Kotler and Armstrong
(Y)	2. Brand Choice	2018: 191)
	3. Dealer Choice	
	4. Purchase Time	
	5. Total Purchases	
	6. Payment Method	
<b>Brand Image</b>	1. Brand Identity	(Firmansyah, 2018)
(Z)	2. Brand Personality	
	3. Brand Association	

#### **Data Analysis**

The hypothesis was tested using the analysis of multiple linear regression to ascertain how Brand Image mediated Celebrity endorsements' impact and electronic wordof-mouth on purchase decisions. The partial-least-squares model of structural equations (SEM-PLS) approach was employed in this investigation, with a research focus on individuals who use skintific.

 $Model I: BI = \alpha 1 + \beta 1CE + \beta 2EWOM + e1$  $Model II: KP = \alpha 2 + \beta 3CE + \beta 4EWOM + \beta 5BI + \beta 6 CE BI + \beta 7$  $EWOM_B$ 

Information:

α	= Konstanta
β	= Beta
CE	= Celebrity Endorser
EWOM	= Electronic Word of Mouth
PD	= Purchase Decision
BI	= Brand Image
e	= Error

#### FINDINGS AND DISCUSSION

 Table 2. Demographics of Respondents

	18 - 24 Years	108	77
1 ~~~	25 - 34 Years	27	19
Age	35 - 44 Years	5	4
	18 - 24 Years	108	77
Income	<rp.1,000,000< td=""><td>59</td><td>42</td></rp.1,000,000<>	59	42
	Rp.1,000,000 - Rp.3,000,000	35	25
	Rp.3,000,000 - Rp.5,000,000	14	10

	Rp.5,000,000 - Rp.7,000,000	23	16
	Rp.7,000,000 - Rp.10,000,000	6	4
	>Rp. 10,000,000	3	2
Marital	Not married yet	122	87
status	Marry	18	13
	Student	99	71
	State Officer	6	4
Work	Private Officer	25	18
	Entrepreneur	10	7
	SD	0	0
	Middle School/Equivalent	1	1
Last education	High School/Equivalent	94	67
	D3	4	3
	<b>S</b> 1	40	29
	S2	1	1
	West Jakarta	16	11
	Central Jakarta	53	38
Domicile	South Jakarta	45	32
	East Jakarta	19	14
	North Jakarta	7	5

The questionnaire includes respondent characteristics identified by the author, encompassing gender, age, highest education attained, occupation, place of residence, income, and marital status. Apart from that, there are several statements from the indicators for each variable, each of which comprises of 3 indications for The Celebrity Endorser variable comprises four indications, The variable of Electronic Word of Mouth includes four indicators, The variable of Brand Image consists of three indicators, and the Purchase Decision variable contains four indicators. Referring to the traits of the participants, it is recognized that there were 140 respondents. The overwhelming age majority of responders is 18-24 years old with a total of 108 persons or 77.1%. The main majority of education is high school/equivalent with a total of 94 persons or 67.1%. The predominant majority of professions are students. A total of 99 students, or 70.7%, predominantly reside in Central Jakarta, accounting for 53 individuals or 37.9%. The vast majority of pupils made less than Rp. 1,000,000, totaling 59 individuals or 42.1%. The predominant marital status is unmarried, comprising 122 individuals or 87.1% of the total.

## **Descriptive Statistics**

Results should be clear and concise. The results ought to encapsulate skintific discoveries instead than presenting extensive data. Kindly delineate the distinctions between your conclusions or findings and those presented in prior publications by other researchers. The subsequent subheading must be formatted as follows:

	Ν	Minimum	Maximum	Mean	Std. Deviation
Celebrity Endorser	140	19	30	25,96	2,245
Electronic Word of Mouth	140	20	30	26,53	2,123
Brand Image	140	20	30	26,31	2,272
Keputusan Pembelian	140	14	30	25,78	2,790
Valid N (listwise)	140				

Table 3. Descriptive Statistics

The descriptive statistics show that the variable for Celebrity Endorsers has a sample size (N) of 140, ranging from a minimum of 19 to a maximum of 30. The average. The Celebrity Endorser The standard deviation is 2.245, the variable's value is 25.96. The According to the findings, the celebrity endorser, as evaluated by customers, falls inside a favorable category, exceeding the average score with a maximum total score percentage of 86.53%. The descriptive statistics indicate that the variable for Via electronic means, word-of-mouth sample size (N) of 140, with a maximum of 30 and a minimum of 20. The average The Electronic Word of Mouth variable is 26.53, with a standard deviation of 2.123. The outcomes indicate The electronic word-of-mouth system perceived by customers is classified as favorable, exceeding the average score with a maximum percentage of 88.43%. The descriptive statistics show that the variable for brand image has a sample size (N) of 140, with a 0.30 as the maximum. The mean value of The variable of Brand Image is 26.31, with a standard deviation of 2.272.

The outcomes indicate that the Brand Image viewed by customers is categorized as favorable, exceeding the average score with a maximum percentage of 87.7%. The descriptive statistics indicate that the Purchasing Decision variable has a sample size of 140, with 14 as the lowest value and 30 as the highest. The average value of the Purchasing Decision variable is 25.78, with 2.790 as the standard deviation. According to the findings, the Purchase Decision perceived by consumers is categorized favorably, exceeding the average score with a maximum percentage of 85.93%.

# Measurement Model (Outer Model) Convergent Validity Test

Evaluate the validity of the test utilizing SmartPLS software by assessing convergent validity (loading factor), discriminant validity, and the significant level of the latent variables inside The study framework that demonstrates the relationship between the indicators and the concept. The validity test commences by entering the respondent's numerical data derived from the questionnaire findings. This is an image of the SmartPLS output results for validity assessment:



Figure 2. Outer Loadings Validity Test Results Before Drop Source: Results processed by Smart PLS

Considering the loading value above, if the amount is still below 0.5, then it has to be dropped. The outer loadings value is below 0.5, namely for the Celebrity Endorser variable namely X1.03 Table 4.10 below describes the loading value for each indicator:

Table 4. Outer Loadings Validity Test Before Drop					
Variabel	Indikator	Loading	Keterangan		
	X1.01	0,769	Valid		
	X1.02	0.721	Valid		
Celebrity Endorser	X1.03	0.623	Valid		
	X1.04	0.472	Tidak Valid		
	X1.05	0.747	Valid		
	X2.01	0.645	Valid		
	X2.02	0.748	Valid		
Electronic Word of Mouth	X2.03	0.654	Valid		
Wouth	X2.04	0.647	Valid		
	X2.05	0.681	Valid		
	Z.01	0.671	Valid		
	Z.02	0.710	Valid		
Brand Image	Z.03	0.627	Valid		
	Z.04	0.661	Valid		
	Z.05	0.667	Valid		
	Y.01	0.710	Valid		
<b>T</b> Z /	Y.02	0.787	Valid		
Keputusan Pembelian	Y.03	0.774	Valid		
i chilochall	Y.04	0.802	Valid		
	Y.05	0.755	Valid		

Source: Processed results, Smart PLS

Because there are indicators that are invalid and must be dropped, they must be analyzed again. The following is the corrected output:



Figure 3. Outer Loadings Validity Test Results After Drop Source: Results processed by Smart PLS

Considering the output above, the loading value is higher than 0.5. The outcomes of the outer loadings test show that all constructs are valid. This means showing that the indicator has a degree of validity in order to satisfy convergent validity. And table 5 explains the statistics data and loading values for every indication below have been corrected.

Table 5. Outer Loadings After Drop					
Variabel	Indikator	Loading	Keterangan		
	X1.01	0,761	Valid		
	X1.02	0.745	Valid		
Celebrity Endorser	X1.03	0.671	Valid		
	X1.05	0.756	Valid		
	X2.01	0.646	Valid		
	X2.02	0.748	Valid		
Electronic Word of Mouth	X2.03	0.654	Valid		
Woull	X2.04	0.647	Valid		
	X2.05	0.681	Valid		
	Z.01	0.672	Valid		
	Z.02	0.712	Valid		
Brand Image	Z.03	0.624	Valid		
	Z.04	0.661	Valid		
	Z.05	0.678	Valid		
	Y.01	0.712	Valid		
Vanutusan Damhalian	Y.02	0.789	Valid		
Keputusan Pembenan	Y.03	0.771	Valid		
	Y.04	0.802	Valid		

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Y.05	0.756	Valid
Source: Proces	sed results. Smart PLS	

# **Reliability Test**

Reliability testing was done to evaluate the caliber and uniformity of the questionnaire statements for the research overall. Evaluating the reliability of a construct through SEM on SmartPLS by examining the outcomes of Combining Cronbach's alpha with composite reliability within the indication block. The subsequent table displays the outcomes of reliability test analysis:

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)	Information
CELEBRITY ENDORSER	0.716	0.725	0.823	0.539	Reliabel
ELECTRONIC WORD OF MOUTH	0.702	0.702	0.808	0.457	Reliabel
BRAND IMAGE	0.693	0.692	0.803	0.449	Reliabel
PURCHASE DECISION	0.824	0.825	0.877	0.587	Reliabel

Table 6. Reliability Test

Table 6 above provides the Combining Cronbach's alpha with composite reliability results which is reliable with variable values above 0.7. This shows the consistency and dependability of the tools employed in this investigation. So that all constructs or variables in this research are good and the statements used to measure each variable have good reality.

After carrying out reliability testing, carry out testing on discriminant validity to find out Because every latent variable's idea differs from everything else. by comparing the values loading on construct with the target must be greater when compared with the loading value towards construct other.

## **R-Square**

Table 7. R-Square Values of Endogenous Variables

	R-square	R-square adjusted	Information
<b>BRAND IMAGE</b>	0.566	0.560	Moderat
PURCHASE DECISION	0.449	0.437	Moderat

Table above, demonstrates that the Product Boycott variable's R-square value is 0.566. One could argue that the range of variations in the Brand Image variable that can be clarified electronically through word-of-mouth and celebrity endorsements, and Purchase Decision variables is 56.6%, with other factors that account for the remaining 43.4% and are excluded from the paradigm that is suggested. The R-squared The value of the Purchase

Decision variable is 0.449. We conclude that the variables of Electronic Word of Mouth and Celebrity Endorser can account for the variance in changes in the Purchase Decision variable amounting to 44.9%, whereas factors The remaining 55.1% are not taken into account by the proposed model.

Evaluation The predictive relevance value (Q2) is used to quantify the goodness of fit model structure (Wati, 2017:239). The formula for calculating the predictive relevance value (Q2) is as follows:

Q2 = 1 - (1 - R2t) (1 - R22)Q2 = 1 - (1 - 0,566) (1 - 0,449)Q2 = 1 - (0,434) (0,551)Q2 = 1 - 0,239Q2 = 0,761

## Hypothesis testing

The path coefficient's value indicates hypothesis testing to indicate the degree of importance. The coefficient of path value is shown using the t-statistic values and p-values. For the two-tailed hypothesis, The value of the t-statistic needs to be bigger than 1.96, and Regarding the one-tailed hypothesis, it must be greater than 1.64. and the p-value must be less than 0.05. The mediation test in this research was seen through the special indirect effect in SmartPLS 4.0 using the bootstrapping method. The results of testing the research structural The picture below shows the model.



Figure 4. Hypothesis Testing Results Source: Primary data processed, 2025

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O/STDEV )	P values	Information
CELEBRITY ENDORSER -> BRAND IMAGE	0.471	0.476	0.087	5.413	0.000	Positif and Signifikan

Table 8.	Test Results	Direct	Effect
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ELECTRONIC WORD OF MOUTH -> BRAND IMAGE	0.352	0.353	0.091	3.872	0.000	Positif and Signifikan
BRAND IMAGE -> PURCHASE DECISION	0.376	0.386	0.108	3.478	0.000	Positif and Signifikan
CELEBRITY ENDORSER -> PURCHASE DECISION	0.451	0.452	0.107	4.222	0.000	Positif and Signifikan
ELECTRONIC WORD OF MOUTH -> PURCHASE DECISION	0.224	0.232	0.106	2.109	0.018	Negatif and Tidak Signifikan

Source: Results processed by Smart PLS

Table above presents the path coefficient value as a t-statistic. Additionally, p-values for direct associations between exogenous and endogenous factors. The initial hypothesis posits that Celebrity endorsements' effects on brand perception exhibits a value a t-statistic of 5.413, a 0.471 path coefficient and a 0.000 p-value. 5.413 is the Mark t-statistic. exceeding It has a less than 0.05, has a p-value of 0.000 and a t-table value of 1.64. The endorsers who are celebrities have a constructive and substantial influence on the image of the brand, so validating and accepting the first hypothesis.

The second hypothesis test examines Electronic word-of-mouth's effect on brand perception was found to have a p-value of 0.000, a t-statistic of 3.872, and a route coefficient of 0.352. With a Mark t-statistic of 3.872, it surpasses The t-table value is 1.64, and the p-value is 0.000, which is less than 0.05. As a result, electronic word-of-mouth significantly and favorably affects brand image. thereby validating the second hypothesis.

The third hypothesis test is Brand Image's Effect on Purchase Decision which shows p-values of 0.000, a t-statistic of 3,478 and a path coefficient of 0.376. Mark The t-statistic is 3.478 larger than the t-table 1.64, and the p-value of 0.000 is less than 0.05. So Brand image can be considered to have a favorable and important influence on Purchase Decision so the third hypothesis accepted.

The fourth hypothesis test is the effect of Celebrity Endorser to Purchase Decisions which shows value path coefficient of 0.451 has a t-statistic of 4,222 and a p-value of 0.000. Mark The t-statistic value of 4.222 is more than the t-table 1.64, and the p-value of 0.000 is less than 0.05. Therefore, it is possible to conclude that celebrity endorsements significantly and favorably affect purchase decisions. so the fourth hypothesis can be accepted.

The fifth hypothesis test examines the result of electronic word-of-mouth on consumer choices. It displays a t-statistic of 2,109, a p-value of 0.018, and a route coefficient of 0.224. T-statistic Mark has The p-value is higher than 0.05 when it is 0.018, and the t-table is greater than 1.64 when it is 2.109. Therefore, it is possible to say that

electronic word-of-mouth impacts purchase decisions negatively. so the fifth hypothesis can rejected.

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O/STDEV )	P values	Information
CELEBRITY ENDORSER -> BRAND IMAGE -> PURCHASE DECISION	0.177	0.184	0.063	2.800	0.003	Positif and Signifikan
ELECTRONIC WORD OF MOUTH -> BRAND IMAGE -> PURCHASE DECISION	0.132	0.136	0.053	2.498	0.006	Positif and Signifikan

 Table 9. Test Results Indirect Effect

Source: Results processed by Smart PLS

Table 4.14 above shows the value path coefficient which is demonstrated by The importance of the t-statistic Moreover, p-values for indirect relationships the connection between external and endogenous factors. The one that sixth hypothesis test is to influence Celebrity Endorser to Purchase Decision through Brand Image which shows a value a t-statistic of 2,800, a p-value of 0.003, and a path coefficient of 0.177. The t-statistic for Mark is 2.800, which is more than the t-table of 1.64, and 0.003 is less than 0.05 for the p-value. Therefore, it may be claimed that Celebrity Endorser Purchase Decision has a significant and positive effect if mediated by variables Brand Image so the hypothesis can be accepted.

The seventh hypothesis test is an path coefficient value of 0.132, demonstrating the impact of brand perception and electronic word-of-mouth on buying decisions the impact of brand perception and electronic word-of-mouth on buying decisions, accompanied by a p-value of 0.006 and a t-statistic of 2.498. The value of the statistic is 2.498. which is less than 0.05 and the p-value is 0.006, This exceeds the t-table of 1.96. Thus, it may be claimed that electronic word-of-mouth has a positive and considerable impact impact decisions about purchases. If there are factors at play Image of the Brand so the hypothesis can be accepted.

#### **Research result**

In testing H1, Considering the outcomes of the analysis test, As is well known, the variable Celebrity Endorser has a favorable and noteworthy impact on brand perception, hence the first hypothesis can be accepted. Thus, one may argue that a brand image is significantly and favorably impacted by celebrity endorsers. Therefore, selecting the right and relevant celebrity endorser is very important in marketing strategy. By understanding the factors that influence consumer perceptions, companies can be more effective in building a strong and sustainable brand image. These outcomes are consistent with earlier studies. (Cholifah et al., 2016) on celebrity endorsers, which include likeness (X5), respect

(X4), expertise (X2), trustworthiness (X1), and attractiveness (X3) on the variable for brand image. that the five independent variables have a noteworthy and favorable affect the variable of brand image.

In testing H2 The analysis test The findings show that electronic word-of-mouth exerts a favorable and a major impact on brand image, hence validating the second hypothesis. It might be established that Electronic Word of Mouth exerts a favorable and considerable impact on Brand Image. This indicates that electronically disseminated advice and information can effectively influence consumer impressions of brands. Consequently, organizations must focus on communication and interaction methods on eWOM platforms to enhance their brand image. These findings align with the studies that Sudarta (2022) conducted. The brand image variable is strongly positively affected by the variable of electronic word-of-mouth.

In testing H3 The analysis test results indicate Because purchase decisions are positively and significantly impacted by brand image, hence validating the third hypothesis. Brand Image exerts a favorable and significant impact on Purchasing Decisions. This serves to confirm that A robust brand image not only shapes consumer perceptions but also directly impacts their purchasing decisions. The findings align with studies (Musay, 2023) indicating that brand image, encompassing corporate, user, and product perceptions, significantly impacts purchase decisions.

In testing H4. Considering the analysis's findings test, it is known that a celebrity endorser has a favorable and noteworthy influence on Purchase Decision so the fourth hypothesis can be accepted. Therefore, Celebrity endorsers might be considered to have a big influence on what people buy. Customers are more comfortable making purchases. endorsed by celebrities they trust. These results are according to research (Anas & Sudarwanto, 2020) that celebrity endorsements have a significant and positive influence on decisions to purchase.

In testing H5. Considering the outcomes of the analysis test, it is known that Electronic Word of Mouth has a negative influence on Purchase Decisions so the fifth hypothesis can rejected. We can conclude that eWOM negatively affects consumers' decisions to buy. Doubts caused by negative information reduce consumer confidence in purchasing. In contrast to research conducted by (Elsa Rizki Yulindasari, 2022), it was found demonstrated the purchasing decision variable was significantly impacted by the e-WoM variable.

In testing H6, according to the analysis test outcomes, it is recognized that a celebrity's endorsement of a product has a favorable and noteworthy influence if mediated by variables Brand Image in order for the hypothesis to be accepted. We might conclude that the presence of celebrities in product promotions can improve brand image, which will also impact the choices made by customers. These findings are in accordance with studies (Wijaya, 2020) that through brand image, celebrity endorsements have a big impact on consumers' decisions to buy.

In testing H7, according to the analysis test outcomes, it is recognized that the use of electronic word-of-mouth in purchasing decisions has a substantial and favorable influence if mediated by variables Brand Image so the hypothesis can be confirmed to. Consequently, it may be said that good and positive eWOM can build a strong brand image and consumers feel more confident in making purchases. This aligns with Feniali's findings. (2020) which proves that E-WOM has a favorable influence on purchasing decisions based on brand perception.

## CONCLUSIONS

1). Brand image is significantly impacted by celebrity endorsers, which shows that the presence of celebrities improves brand image. 2). E-WOM significantly and favorably impacts brand image., indicating that information and recommendations shared online can form positive consumer perceptions. 3). Purchase decisions are greatly and favorably influenced by brand image, confirming that A positive brand image might motivate customers to buy. 4). Purchase decisions are positively and significantly influenced by celebrity endorsements, showing that celebrity endorsements can increase consumer buying interest.5). E-WOM shows a negative influence on purchasing decisions, which indicates that negative information can reduce consumer confidence. 6) Brand image can act as a mediator. impact of celebrity endorsements on decisions related to purchases, confirming the importance of brand image in marketing strategy. 7) E-WOM's impact on purchase decisions is also mediated by brand image, demonstrating that a positive brand image can strengthen the effect of the information shared.

## **LIMITATION & FURTHER RESEARCH**

The study has several limitations, including; 1) This study only focuses on one brand of skincare product, namely Skintific. This limits the generalization of research results to other brands or products in the same category. 2) This research was conducted only in DKI Jakarta, so the results may not represent skincare market conditions in other areas in Indonesia. 3) Information was gathered only by questionnaires, without thorough interviews. This limits understanding of consumer views and motivations beyond what can be measured with questionnaires.

Based on these limitations, the following are recommendations for additional study: 1) Additional study is recommended to explore other factors that could affect purchasing decisions, such as product quality and price, to provide a more comprehensive understanding. 2) To make the research results more representative, it is recommended to involve respondents from various regions in Indonesia, not just DKI Jakarta. 3) It is recommended to involve more digital platforms in the research to see how different social media influence E-WOM and purchasing decisions.

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