



purchasing beauty products. Ease of access, a wider product variety, and attractive online promotions are key draws for shoppers.

The high daily demand for cosmetics and skincare products has fueled the growth of the skincare industry into a massive business entity. Innovation is key for companies in this sector to remain relevant and competitive. They compete to introduce new formulations, natural ingredients, and advanced technologies to meet a variety of consumer needs, from hair care to foot care.

Indonesia, as a potential market, is also witnessing a surge in the emergence of new skincare brands. Local and international manufacturers are competing to introduce products with their unique strengths, offering solutions for a variety of skin concerns, from normal, oily, sensitive, acne-prone, dry, textured, and dull skin. This competition drives each brand to innovate and develop effective promotional strategies continuously.

In addition to product quality, safety and regulatory aspects are crucial factors consumers consider. BPOM (Food and Drug Monitoring Agency) certification is a crucial standard that reflects the safety and quality of a skincare product. This certification not only increases consumer confidence but also serves as a benchmark for manufacturers to ensure their products are safe to use and comply with applicable standards.

The shift from mere desire to urgent need has opened up new opportunities for those in the beauty industry. Public awareness, particularly among teenagers and adults, of the importance of skincare has created a huge market potential in Indonesia. However, this potential is also accompanied by challenges in the form of increasingly fierce competition, requiring companies to create a strong appeal to increase consumer purchasing interest.

Amidst fierce competition between local and international brands, Skintific has managed to capture consumers' attention. Its science-based skincare approach, attractive packaging, and the use of celebrity endorsements as part of its marketing strategy are the brand's competitive advantages. Skintific offers a variety of skincare products, including moisturizers, serums, and sunscreens, specifically designed for various skin types.

Skintific's marketing strategy extends beyond product quality. The slogan "We Repair Your Skin Barrier" is a powerful draw, especially for women who desire healthy, smooth skin. This slogan successfully creates emotional resonance with the target audience, which in turn contributes to increased consumer interest in Skintific products. Online product distribution through marketplaces and the official website, as well as availability in select cosmetic stores and stores, further expands Skintific's market reach.

Despite Skintific's popularity, retail sales data show notable fluctuations. According to data from Toko Joni Cosmetic Tegal, a leading cosmetics store in Tegal City, Skintific product sales have declined over the past three years. In 2022, total sales reached Rp 85,636,000, but dropped to Rp 78,146,000 in 2023, and then again to Rp 73,151,000 in 2024.

This sales decline indicates a problem that requires further analysis. From 2022 to 2023, sales volume decreased by Rp 7,490,000. The decline continued from 2023 to 2024, with a total decrease of Rp 4,995,000. This data indicates that brand popularity online may not always align with stable retail sales, ultimately leading to a decline in consumer purchasing interest.

In modern marketing, many factors can influence consumer purchasing interest. One of these is the use of endorsers, particularly celebrity endorsers. Consumers tend to trust recommendations from public figures they follow on social media, especially if the endorser is perceived as authentic and has real-life experience with the product being promoted. The presence of a well-known public figure in a marketing campaign can enhance a brand's credibility and appeal.



Celebrity endorsers are able to create emotional bonds with their audiences, so their product recommendations tend to be more trusted by their followers. Based on initial observations on one of Toko Joni Cosmetic Tegal's social media platforms, it appears that Skintific product promotions are still under-prominent. Furthermore, this store has not fully utilized endorser collaborations, which have the potential to increase consumer purchasing interest. Previous research by Tanjung & Keni (2023) also supports the finding that celebrity endorsers have a positive influence on purchasing interest.

Besides celebrity endorsements, electronic word of mouth (eWOM) is also an important consideration for potential buyers. Reviews on social media, marketplaces, and discussion forums can shape consumer perceptions and purchasing decisions. Initial observations at the Joni Cosmetic Store in Tegal indicate that word of mouth remains low among consumers, partly due to the limited product offerings and the lack of up-to-date pricing and product updates on social media. An interview with one consumer, Rahma, also confirmed that promotional content is still minimal, lacking creativity and innovation. The findings of Prihartini & Damastuti (2022) and Anisa & Marlana (2022) that eWOM has a positive and significant effect on purchase intention reinforce the importance of this factor.

Another factor that plays a significant role in shaping consumer perception is brand image. According to Kotler & Keller (2012), brand image is a consumer's perception of a brand based on associations embedded in their minds. Based on a preliminary survey, the decline in Skintific product sales at the Joni Cosmetic Tegal store is suspected to be caused by several shortcomings, such as product quality that is less than satisfactory to consumers and a less-than-optimal brand image, as well as a lack of intensive promotion by salespeople.

Furthermore, the numerous competing local brands that continually improve product quality, as well as consumers' tendency to try other skincare brands due to a lack of consistency with a single brand, also pose challenges. Research by Wahyuningtyas & Aquina (2023) shows that brand image has a positive effect on purchase intention, although Purwianti (2021) found that brand image has no effect. These discrepancies in findings indicate the need for further research to comprehensively understand the influence of brand image on purchase intention for Skintific products in this context.

Based on the description of the facts, the explanation of the phenomenon, and sales data that indicate a decline in purchasing interest in Skintific products at the Joni Cosmetic Tegal Store, the researcher is interested in conducting a more in-depth study. This study will specifically examine "The Influence of Celebrity Endorsers, Electronic Word of Mouth (eWOM), and Brand Image on Purchase Interest in Skintific Products at the Joni Cosmetic Tegal Store."

This research is expected to provide a more comprehensive understanding of the factors that influence consumer purchasing interest, especially in skincare products. The results of this study will answer four main research questions, namely whether Celebrity Endorser, Electronic Word of Mouth (eWOM), and Brand Image individually or simultaneously influence purchasing interest in Skintific products at the Joni Cosmetic Tegal Store. Thus, this research is expected to provide practical contributions for the Joni Cosmetic Tegal Store in formulating more effective marketing strategies, as well as theoretical contributions to the development of marketing science.

**Grand Theory: The Theory of Planned Behavior (TPB).** The Theory of Planned Behavior (TPB), developed by Ajzen (1991), is a refinement of the Theory of Reasoned Action (TRA). This theory is designed to predict individual behavior in greater detail and context. TPB explains that a person's intention to act is influenced by three main components: attitude toward the behavior, subjective norms, and the individual's perception of control over the behavior. TPB has been widely



recognized and widely applied in various fields, from technology adoption to product consumption, proving its ability to explain and predict human behavior in a variety of situations.

According to Ajzen (1991), the three main factors that shape behavioral intentions are: Attitude toward behavior, which describes a person's positive or negative evaluation of an action; Subjective norm, which refers to the perception of social pressure from the surrounding environment to perform or not perform an action; and Perceived behavioral control, which refers to the perception of ease or difficulty in acting, influenced by the availability of resources and potential obstacles.

**Purchase Intention.** Purchase intention is defined as a person's tendency or urge to purchase a product after receiving a stimulus, obtaining sufficient information, and considering factors influencing their decision. Wardhana (2024) explains that purchase intention occurs when an individual has obtained sufficient information about a product and demonstrates a tendency to purchase before making a final decision. Similarly, Sokolova & Kefi (2020) add that purchase intention is a person's willingness to make a purchase influenced by a trusted source, highlighting the importance of information credibility.

According to Kotler & Keller (2012), two main factors influence purchase intention: Attitudes of Others, which refer to the positive or negative attitudes of other individuals who are used as a reference, and can increase or decrease consumer motivation; and Unanticipated Situations, which are circumstances that arise suddenly and have the potential to change purchasing decisions. Engel, Blackwell, and Miniard (in Wardhana, 2024) categorize purchase intention into three types: Unintended Purchase, Partial Intended Purchase, and Fully Intended Purchase. The stages of forming purchase intention include Attention, Interest, Desire, and Action (Kotler, 2009, in Nainggolan, 2018). To identify purchase intention, Ferdinand (2014) put forward several indicators, namely the intensity of product information search, the urge to buy immediately, and the tendency to choose one product.

**Celebrity Endorser.** A celebrity endorser is a well-known individual who endorses a product or brand, acting as a messenger to strengthen the brand's image and influence consumer purchasing intention. Shimp (in Tanjung & Keni, 2023) defines celebrity endorsement as the use of celebrities as advertising stars in various media, while Kotler & Keller (2012) explain that it is the use of public figures with attractiveness to strengthen brand perceptions in the minds of consumers. The credibility of a celebrity endorser is crucial and consists of two main elements: trustworthiness and expertise, supported by attractiveness (Munnukka et al., 2016).

Ohanian (1990) identified three main dimensions in selecting celebrity endorsers: Expertise, which reflects the degree to which a communicator is perceived as a credible source of information; Trustworthiness, which refers to the extent to which a communicator is perceived as having sincere intentions in conveying valid information; and Attractiveness, which encompasses a person's positive physical image, characteristics, personality, and other abilities. These indicators, such as expert, honest, and attractive, serve as benchmarks for the effectiveness of celebrity endorsers in influencing consumer purchasing decisions.

**Electronic Word of Mouth (eWOM).** Electronic Word of Mouth (eWOM) is a form of word-of-mouth communication that thrives on digital platforms, where consumers share their experiences with products or services via the internet. Muninggar et al. (2022) define word of mouth as a form of communication that occurs when consumers share their product or service experiences with others. With the development of internet technology, this communication has expanded to digital platforms, known as eWOM, and is widely accessible (Ismagilova, 2017). Prihartini & Damastuti (2022) further define eWOM as a marketing strategy that utilizes the internet to disseminate information to support marketing objectives.

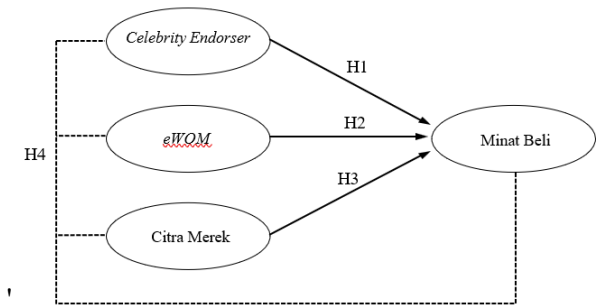


eWOM has several unique characteristics that distinguish it from traditional word of mouth, including: wider reach (size of the network); more complex digital context; weaker ties between individuals (tie strength); more open nature (privacy); often delivered anonymously (anonymity); high speed of dissemination (speed of diffusion); durability and unlimited accessibility (persistence and accessibility); ease of measuring its impact (measurability); and a much larger volume of reviews (volume) (Ismagilova, 2017). The dimensions of eWOM messages include content, consistency of recommendations, ratings, quality, and volume (Elvira in Ismagilova, 2017, p. 52). Indicators of eWOM include information accuracy, number of reviews or comments, review sentiment (positive or negative), review quality, and frequency of interaction.

**Brand Image.** Brand image is a consumer's overall perception of a brand, formed through received information and previous experiences. Firmansyah (2019) explains that brand image is closely related to consumer attitudes, including beliefs and preferences toward a brand; positive perceptions of a brand tend to increase the likelihood of purchase. Meanwhile, Keller (2013, p. 72) defines brand image as a consumer's perception formed from various associations attached to it, giving it specific meaning and influencing their choices. Undeniably, consumers tend to choose brands with a positive image because they perceive them as having greater value than other alternatives.

According to Keller (2013, pp. 76–78), factors that support the formation of a brand image based on its relationship with brand associations include: Favorability of brand association, which plays a role in shaping consumer trust in the quality and benefits of the product; Strength of brand association, which depends on how well information about the brand is stored in consumers' memories; and Uniqueness of Brand Associations, which is an important factor in differentiating a brand from its competitors, both through Point of Parity (similarity with competitors) and Point of Difference (exclusive features that differentiate). The benefits of brand image for producers, according to Keller (in Firmansyah, 2019), include facilitating product identification, providing legal protection, differentiating from competitors, increasing competitive advantage, and becoming a source of financial gain. The dimensions of brand image include Corporate Image, User Image, and Product Image (Biel in Firmansyah, 2019), with indicators such as the popularity and credibility of the manufacturer's image.

**Hypothesis Development.**



Source: Author, 2025  
**Figure 1. Research Framework**

From the research framework above, the variables of celebrity endorser, electronic word of mouth (eWOM), and brand image have a significant relationship to consumer behavior in the context of product purchases. Celebrity endorsers with popularity and a positive image are likely to attract consumer attention and form a positive perception of the product. Likewise, eWOM that



develops on social media has a significant influence through reviews and recommendations from previous consumers. A strong brand image will increase trust and product appeal in the eyes of consumers. Therefore, these variables are the focus in testing their influence on purchasing interest for Skintific products at the Joni Cosmetic Tegal Store.

Based on the above explanation, the hypotheses proposed in this study are as follows:

1. H1: Celebrity endorsers are suspected to have an influence on purchase intention for Skintific products at the Joni Cosmetic Tegal store.
2. H2: EWOM is suspected to have an influence on purchase intention for Skintific products at the Joni Cosmetic Tegal store.
3. H3: Brand image is suspected to have an influence on purchase intention for Skintific products at the Joni Cosmetic Tegal store.
4. H4: Celebrity endorsers, eWOM, and brand image are suspected to have a simultaneous influence on purchase intention for Skintific products at the Joni Cosmetic Tegal store.

### METHODS

This research is an explanatory research with a quantitative approach, aiming to explain the relationship between celebrity endorsers, eWOM, brand image, and consumer purchase intention. The population in this study was women aged 20–34 years living in Tegal, with a total of 195,196 people based on BPS Tegal data in 2024. The sample was determined using the Slovin formula with a 10% error rate, resulting in 100 respondents selected through a stratified random sampling technique based on age groups (20–24, 25–29, and 30–34 years). The data collection instrument used a Google Form questionnaire, with indicators that measure each variable through a Likert scale. Purchase intention is defined as the tendency to buy after receiving information, celebrity endorsers as famous individuals who convey advertising messages, eWOM as communication between consumers on the internet, and brand image as the overall perception of a product.

Validity and reliability tests were conducted before data analysis, using product moment correlation and Cronbach's Alpha, with valid values if correlation > 0.361 and reliable if CA > 0.60. The data obtained will be analyzed through descriptive statistics and conversion of ordinal data to intervals using the MSI method. Classical assumption tests (normality, multicollinearity, heteroscedasticity) were conducted to meet the requirements of multiple linear regression analysis. Furthermore, multiple linear regression tests were used to examine the effect of celebrity endorsers (X1), eWOM (X2), and brand image (X3) on purchase intention (Y), with a T test for partial effects, an F test for simultaneous effects, and a coefficient of determination (R<sup>2</sup> and adjusted R<sup>2</sup>) to see the strength and contribution of each independent variable to the dependent variable.

### RESULT AND DISCUSSION

**Table 1.** Summary of Purchase Interest Item Validity Test Results

| No Item | r Count | R Table | Information |
|---------|---------|---------|-------------|
| 1       | 0,599   | 0,361   | Valid       |
| 2       | 0,647   | 0,361   | Valid       |
| 3       | 0,496   | 0,361   | Valid       |
| 4       | 0,558   | 0,361   | Valid       |
| 5       | 0,571   | 0,361   | Valid       |
| 6       | 0,639   | 0,361   | Valid       |

Source: Spss, 2025



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**Table 2.** Summary of Celebrity Endorser Item Validity Test Results

| No Item | r Count | R Table | Information |
|---------|---------|---------|-------------|
| 1       | 0,389   | 0,361   | Valid       |
| 2       | 0,561   | 0,361   | Valid       |
| 3       | 0,387   | 0,361   | Valid       |
| 4       | 0,480   | 0,361   | Valid       |
| 5       | 0,434   | 0,361   | Valid       |
| 6       | 0,389   | 0,361   | Valid       |
| 7       | 0,435   | 0,361   | Valid       |
| 8       | 0,437   | 0,361   | Valid       |
| 9       | 0,382   | 0,361   | Valid       |
| 10      | 0,658   | 0,361   | Valid       |
| 11      | 0,504   | 0,361   | Valid       |
| 12      | 0,732   | 0,361   | Valid       |

Source: Spss, 2025

**Table 3.** Recapitulation of eWOM Item Validity Test Results

| No Item | r Count | R Table | Information |
|---------|---------|---------|-------------|
| 1       | 0,408   | 0,361   | Valid       |
| 2       | 0,416   | 0,361   | Valid       |
| 3       | 0,493   | 0,361   | Valid       |
| 4       | 0,384   | 0,361   | Valid       |
| 5       | 0,550   | 0,361   | Valid       |
| 6       | 0,494   | 0,361   | Valid       |
| 7       | 0,624   | 0,361   | Valid       |
| 8       | 0,369   | 0,361   | Valid       |
| 9       | 0,641   | 0,361   | Valid       |
| 10      | 0,444   | 0,361   | Valid       |

Source: Spss, 2025

**Table 4.** Recapitulation of Brand Image Item Validity Test Results

| No Item | r Count | R Table | Information |
|---------|---------|---------|-------------|
| 1       | 0,449   | 0,361   | Valid       |
| 2       | 0,440   | 0,361   | Valid       |
| 3       | 0,521   | 0,361   | Valid       |
| 4       | 0,514   | 0,361   | Valid       |
| 5       | 0,474   | 0,361   | Valid       |
| 6       | 0,479   | 0,361   | Valid       |
| 7       | 0,491   | 0,361   | Valid       |
| 8       | 0,508   | 0,361   | Valid       |
| 9       | 0,446   | 0,361   | Valid       |
| 10      | 0,523   | 0,361   | Valid       |

Source: Spss, 2025

**Table 5.** Reliability Test of Purchase Interest Variable

| Reliability Statistics |            |
|------------------------|------------|
| Cronbach's Alpha       | N of Items |
| .613                   | 6          |

Source: Spss, 2025



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**Table 6.** Reliability Test of Celebrity Endorser Variables

| Reliability Statistics |            |
|------------------------|------------|
| Cronbach's Alpha       | N of Items |
| .712                   | 12         |

Source: Spss, 2025

**Table 7.** Reliability Test of eWOM Variables

| Reliability Statistics |            |
|------------------------|------------|
| Cronbach's Alpha       | N of Items |
| .632                   | 10         |

Source: Spss, 2025

**Table 8.** Reliability Test of Brand Image Variables

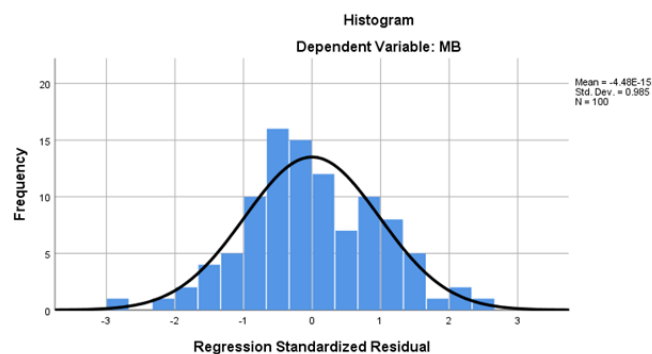
| Reliability Statistics |            |
|------------------------|------------|
| Cronbach's Alpha       | N of Items |
| .612                   | 10         |

Source: Spss, 2025

**Table 9.** Descriptive Statistics

| Descriptive Statistics |     |         |         |           |                |
|------------------------|-----|---------|---------|-----------|----------------|
|                        | N   | Minimum | Maximum | Mean      | Std. Deviation |
| Celebrity Endorser     | 100 | 20,815  | 54,642  | 41,006.18 | 5,759.216      |
| EWOM                   | 100 | 20,477  | 42,637  | 33,650.89 | 4,402.425      |
| Brand Image            | 100 | 14,746  | 42,321  | 32,410.66 | 4,212.556      |
| Purchase Interest      | 100 | 10,351  | 27,310  | 19,199.15 | 3,130.647      |
| Valid N (listwise)     | 100 |         |         |           |                |

Source: Spss, 2025



Source: SPSS, 2025

**Figure 2.** Histogram Graph of Normality Test

**Table 10.** Multicollinearity Test Results

| Coefficients <sup>a</sup> |                                 |               |                              |       |      |
|---------------------------|---------------------------------|---------------|------------------------------|-------|------|
| Model                     | Unstandardize<br>d Coefficients |               | Standardized<br>Coefficients | t     | Sig. |
|                           | B                               | Std.<br>Error | Beta                         |       |      |
| 1 (Constant)              | 2.541                           | 2.420         |                              | 1.050 | .296 |



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|      |      |      |      |       |      |      |       |
|------|------|------|------|-------|------|------|-------|
| CE   | .049 | .055 | .091 | .901  | .370 | .667 | 1.499 |
| EWOM | .323 | .068 | .455 | 4.748 | .000 | .735 | 1.360 |
| CM   | .116 | .073 | .156 | 1.580 | .117 | .691 | 1.448 |

a. Dependent Variable: MB

Source: SPSS, 2025

**Table 11.** Heteroscedasticity Test Results

| Model |            | Coefficients <sup>a</sup>       |                              |               | t      | Sig. |
|-------|------------|---------------------------------|------------------------------|---------------|--------|------|
|       |            | Unstandardize<br>d Coefficients | Standardized<br>Coefficients |               |        |      |
|       |            |                                 | B                            | Std.<br>Error |        |      |
| 1     | (Constant) | 3.372                           | 1.443                        |               | 2.336  | .022 |
|       | CE         | .036                            | .033                         | .135          | 1.094  | .277 |
|       | EWOM       | -.051                           | .041                         | -.147         | -1.255 | .212 |
|       | CM         | -.035                           | .044                         | -.096         | -.792  | .430 |

a. Dependent Variable: ABS\_RES1

Source: SPSS, 2025

**Table 12.** F Test Results (Simultaneous Test)

| Model |            | ANOVA <sup>a</sup> |    |             |        |                   |
|-------|------------|--------------------|----|-------------|--------|-------------------|
|       |            | Sum of Squares     | Df | Mean Square | F      | Sig.              |
| 1     | Regression | 342.454            | 3  | 114.151     | 86.194 | .000 <sup>b</sup> |
|       | Residual   | 127.138            | 96 | 1.324       |        |                   |
|       | Total      | 469.591            | 99 |             |        |                   |

a. Dependent Variable: MB\_1

b. Predictors: (Constant), CM, EWOM, CE

Source: SPSS, 2025

**Table 13.** Results of the Determination Coefficient Test

| Model Summary <sup>b</sup> |                   |          |                   |                            |
|----------------------------|-------------------|----------|-------------------|----------------------------|
| Model                      | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1                          | .854 <sup>a</sup> | .729     | .721              | 1.15080                    |

a. Predictors: (Constant), CM, EWOM, CE

Source: SPSS, 2025

This study uses celebrity endorsers, electronic word of mouth (eWOM), and brand image as independent variables assumed to influence the dependent variable, namely, consumer purchase intention. Celebrity endorsers were chosen because the presence of public figures or celebrities in product promotions is considered to have a significant influence on consumer perceptions and purchasing decisions. Meanwhile, eWOM is considered important because in the digital era, reviews and recommendations from other consumers on online platforms are one of the main references before making a purchase. Brand image is also included because a positive perception of a brand can encourage consumers to choose and purchase that product over other brands.

The purpose of this study was to determine the extent of influence of each independent variable, both partially and simultaneously, on purchase intention for Skintific products at the Joni Cosmetic Tegal store. In other words, this study aimed to answer whether the presence of celebrity endorsers, positive consumer reviews on social media, and a strong brand image significantly



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impacted consumer purchase intention for Skintific products. Therefore, the analysis was conducted using a quantitative approach that allows for objective and measurable measurement of the relationship between variables.

Therefore, the following discussion will outline the results of the data processing conducted, as outlined in the introductory chapter. The discussion will focus on interpreting the influence of each variable on purchase intention, using both partial and simultaneous tests. The results of this study will likely provide a tangible contribution, both theoretically for the development of marketing science and practically for businesses like Toko Joni Cosmetic in designing effective promotional strategies.

## CONCLUSION

Based on the research results and discussions conducted, it can be concluded that celebrity endorsers, electronic word of mouth (eWOM), and brand image have a significant partial influence on purchasing interest in Skintific products. The presence of public figures in promoting Skintific products has been proven to increase consumer interest and confidence in purchasing. Similarly, information conveyed by other consumers digitally through reviews on social media and e-commerce platforms is an important reference source that drives purchasing decisions. In addition, positive perceptions of the Skintific brand, which include superior quality, packaging, and value offered, significantly increase consumer confidence in choosing the product.

Furthermore, this study also found a significant influence of celebrity endorsers, eWOM, and brand image collectively on purchase intention for Skintific products at the Joni Cosmetic Tegal store. It indicates that the combination of appropriate marketing communication strategies, a strong brand reputation, and the synergistic use of digital media is highly effective in building interest and driving consumer purchase intention for skincare products.

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