

THE STRATEGIC ROLE OF BRAND IMAGE IN LINKING CELEBRITY ENDORSERS AND E-WOM WITH LOCAL SKINCARE PURCHASE INTENTION FOR PEOPLE IN JABODETABEK

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ABSTRACT

This research intends to determine the strategic role of brand image in linking celebrity endorsers and e-WOM with local skincare purchase intention for people in Jabodetabek. The study addresses the growing competition in the skincare market and the need for effective strategies to enhance consumer purchase intention. Data were collected from 250 respondents via Google Forms, using a 5-point Likert scale, employing a purposive sampling method, applying a quantitative approach, and analyzing with Structural Equation Modeling (SEM) in AMOS version 24. The findings show that celebrity endorsers positively and significantly affect brand image. E-WOM exerts positively and significantly on brand image. Additionally, celebrity endorsers positively and significantly on purchase intention. E-WOM exerts positively and significantly on purchase intention. Brand image positively and significantly affects purchase intention. Then, celebrity endorser exerts positively and significantly on purchase intention via brand image. E-WOM exerts positively and significantly on purchase intention via brand image. The results emphasize the importance of selecting relevant celebrity endorsers and fostering engaging e-WOM to strengthen brand image and drive purchase intentions. These strategies not only enhance market competitiveness but also contribute to the sustainable growth of local skincare businesses.

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INTRODUCTION

The increasing use of social media creates a great opportunity for the business world to develop its business and market its products to potential consumers. Along with the increasingly fierce competition in the business world, it is important for entrepreneurs to continue to innovate marketing strategies so that their products are able to outperform other competitors. One of the businesses that is increasing rapidly among entrepreneurs today is the skincare business (Agrevinna, 2020). Based on Akbar et al. (2023), revenue in the beauty and care industry market in Indonesia reached US\$ 7.23 billion or 111.83 trillion at an exchange rate of 1 dollar of Rp 15,467.5 in 2022 and is expected to grow annually by 5.81%.

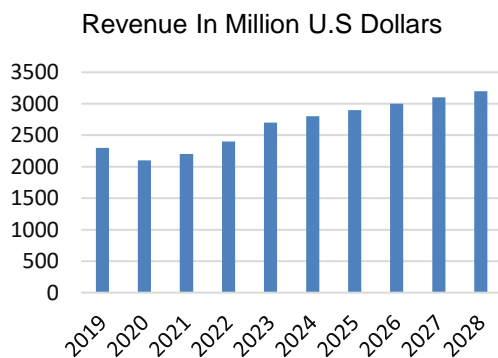


Figure 1. Skincare Market Revenue in Indonesia 2019 to 2028

Source: Statista (2022)

Based on Figure 1, it can be seen that the skincare industry is one of the industries that has been growing rapidly over the years. This growth occurs because public awareness of maintaining personal appearance and skin health is increasing. This certainly encourages changes in people's perceptions of the use of skincare products. In addition, the use of skincare is considered a primary

need for modern society, so consumers need to hone their knowledge about skincare so that they are not wrong in choosing products (Putri, 2023).

In Indonesia, the use of skincare is generally used to fulfill women's basic needs for skin and body care, but with the development of cultural changes, now the use of skincare is also needed and in demand by men (Angellice & Irvan, 2022). The increasing use of skincare in Indonesia encourages the diversity of skincare products that are circulating to meet the needs of the people in Indonesia. Lestari & Rahmiati (2021), explained that competition in the skincare industry is getting higher, so many companies are trying to meet skincare needs with various kinds of product innovations and variations in order to satisfy consumer desires.

One of the skincare products that tries to fulfill consumer desires is local skincare. Reporting from the official website, cosmetic.com (2023), this local skincare brand is produced by PT Wahana Kosmetika Indonesia, which was initiated by Cella Vannesa and originated from the city of Surabaya, East Java. This business was established in 2002 and is known as a skincare product with natural and herbal ingredients that have been certified by BPOM and HALAL from MUI. Herawati & Putra (2023), state that local skincare is a skincare product from Indonesia that has a wide variety of product catalogs ranging from facial to hair care.

One of local skincare most viral and best-selling skincare is Hydrasoothe Sunscreen Gel SPF 45 PA++++, which is dubbed as a million people sunscreen because the sunscreen is able to sell more than 1 million pieces per month (Aziza, 2023). Based on Kompas (2022), local skincare was able to achieve the best-selling sunscreen at number one, with sales volume reaching 49.33% in the period May 1-15, 2022. However, based on the findings of studies carried out by Kompas (2023), local skincare by PT Wahana Kosmetika Indonesia only ranks 6th in the category of the ten best-selling skincare brands in e-commerce, with sales revenue of IDR 22.8 billion in the April-June 2022 period. This shows that local skincare by PT Wahana Kosmetika Indonesia consumer purchase intention is still low compared to other competitors, as shown in Figure 2.

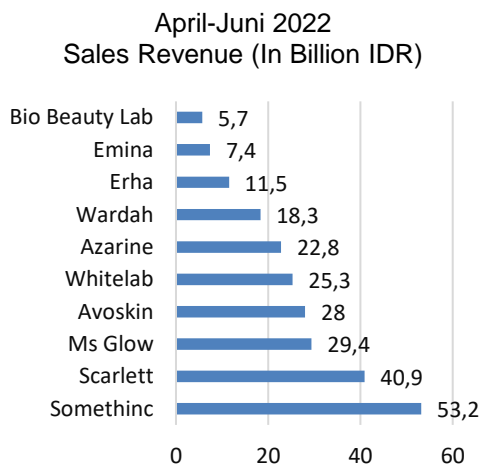


Figure 2. 10 Bestselling Skincare Brands in E-Commerce
Source: Kompas (2023)

Seeing the competitive competition in the skincare industry provides a challenge for local skincare in creating strategies to attract consumer

purchase intention. Purchase intention is a behavioral expression of a consumer who is willing to make a product purchase motivated by usage, desire, and experience (Tan & Keni, 2020). This purchase intention can occur if consumers act to seek information and evaluate a product. Although purchase intention does not directly affect sales, it is an important component for companies in the process of increasing and becoming a step in the process of boosting sales of company products (Dewayani, 2023).

Celebrity endorsers are among the elements that affect consumers' intentions to make a purchase. Celebrity endorsers are well-known individuals in the community due to their expertise, attractiveness, talent, and credibility (Kumar & Ramana, 2019). Local skincare by PT Wahana Kosmetika Indonesia themselves have utilized well-known celebrity endorsers and have many followers on social media promoting a product, such as Prilly Latuconsina, Syifa Hadju, Angga Yunanda, Natasha Wilona, and Lesti Kejora.

However, one of local skincare's celebrity endorsers, Lesti Kejora, stirred up social media in 2021 due to the Siri marriage controversy and in 2022, the emergence of a domestic violence case (KumparanHits, 2022). Reporting from Liputan6 (2022), said that the controversial case invited and triggered negative responses from netizens towards Lesti Kejora. Thus, the existence of this case creates a negative image of Lesti Kejora and will also have an

impact on consumer intention to buy local skincare. Ningsih (2019), explains that if the celebrity endorser's reputation is seen as bad by the general public, it can reduce the attractiveness of the product, which will result in decreased consumer purchase intention. Frimpong et al. (2019), assert that celebrity endorsements significantly and favorably drive consumers' intentions to buy. This is in agreement with studies performed by Susanti et al. (2022) and Finthariasari & Zetira (2022).

Furthermore, another factor that influences purchase intention is the Electronic Word of Mouth (E-WOM). E-WOM is a very important feature in contemporary communication tools such as social media and mobile technology (Sari, 2018). E-WOM is also a promotional method used by companies so that consumers can receive information about a product through social media, websites, and forums that include testimonials, personal experiences, and product recommendations. The local skincare company itself has now carried out preventive activities by organizing a campaign using #MulaiDariAku to carry out positive activities and the tagline "Daily Skin Protection for Sunscreen Haters".

Table 1. Responses in the Social E-commerce Comments Column

No	Name	Comments
1.	M**	For me, it's not really a recommendation, I bought it to get rid of pimples and acne, but it actually added more pimples.
2.	D***	It took a long time to come even though it was close, I used the hot for days and

No	Name	Comments
		there was pain even though I used the bpom one that doesn't get hot if it doesn't fit.
3.	B***	This is original or not? there is no hologram.
4.	W***	Expensive price and little fill.
5.	S***y	Not suitable for acne and pimples.
6.	C***	It makes me more spotty, my pores are all open, and worse, my face is red.
7.	D**a M**a	I just arrived but the content is already like it's about to run out.
8.	I**m	I used it for 2 days and my face looked dull.

Source: Data processed by researchers (2024)

However, based on a review that the researchers conducted on the social e-commerce comment page on January 1, 2023, the local skincare company received several negative e-WOMs submitted by consumers regarding local skincare such as giving the effect of acne, making the face dull, and questioning the safety of local products seen in Table 1. This has an impact on consumers in canceling their intention to buy local skincare products and possibly switching to other, more promising brands. Armawan et al. (2023), assert that e-WOM significantly and favorably influences buying intention. This is in agreement with studies performed by Kristinawati & Keni (2021) and Yonita (2020).

Apart from that, other elements, such as brand image, affect consumers intentions to make purchases. Pandiangan et al. (2021), clarify that a brand's image is the perception that the general public and consumers have of it, which reflects how they view the brand in issue. Local skincare creates a good brand image by

utilizing the use of the tagline "*Naturally Beautiful.*" this reflects local skincare commitment to its products usage of natural ingredients and leaves a favorable impression of the safety and goodness of its products.

Even so, based on these factors, there are still some consumers who have an unfavorable brand image for local skincare products. This can be seen from the low ratings given by consumers and some negative comments on social e-commerce on December 13, 2023. Some consumers prove that there is still circulation of local skincare that is not registered with BPOM (Silalahi & Soemartono, 2024). Of course, this will affect consumers' negative views of the local skincare brand image, as stated by Megahsari & Uke (2022), saying that the brand image of products that are not registered with BPOM can have a negative impact on a person's purchase intention and generate lower purchase intention from consumers. Savitri et al. (2021), claimed that purchasing intention is significantly and favorably impacted by brand image. This is consistent with studies from Oktaviani & Za (2021) and Setiawan et al. (2021).

LITERATURE REVIEW

Purchase Intention

Purchase intention is one of the important concepts in consumer behavior, it is influenced by several factors in order to bring up the willingness or intention of consumers to buy a product or service. As stated by Leong et al. (2022), Purchase intention is the behavior of a customer to purchase something or service depending on several variables that affect the decision-making

process, including the customer's preferences. Then, Kowang et al. (2021), explain that purchase intention is a person's judgment about how someone will take an action. Meanwhile, Pham et al. (2023), state that purchase intention is a complex process involving consumer behavior, perceptions, and perspectives to obtain certain products. Therefore, drawing from this research foundation, it may be said that purchase intention is a consumer behavior that influences purchasing decisions for a product or service.

According to Shimul et al. (2022), Suprina (2020), and Hansopaheluwakan et al. (2020), explain that there are 4 (four) dimensions in determining purchase intention, including:

1. Transactional Intention
2. Referential Intention
3. Preferential Intention
4. Explorative Intention

Celebrity Endorser

One of the common marketing techniques used by businesses to promote a good or service on social media and get a lot of attention is using a celebrity endorser. Jha et al. (2020), say celebrity endorsers are well-known figures that involve utilizing a person's popularity and reputation to promote a product or service to increase the visibility and attractiveness of a supported product or service. Meanwhile, Frimpong et al. (2019), define celebrity endorsers as a platform used to inform and convince consumers about a particular brand. Meanwhile, Jun et al. (2023), explain that a celebrity

endorser is someone who is used to inform and convince consumers about a particular brand in conducting marketing campaign activities to promote a brand or product. Therefore, it may be said that celebrity endorsers use marketing strategies that use famous figures to influence consumer behavior and increase product sales.

Based on Ohanian (2019), Wang & Close (2018), and Mutairi & Siddiqui (2023), explaining that to measure celebrity endorsers there are 3 dimensions, including:

1. Trustworthiness
2. Attractiveness
3. Expertise

E-WOM

In the digital era, many companies have now used e-WOM as a marketing strategy to disseminate information and recommendations about products or services to attract public attention. Agag et al. (2024), stated that e-WOM is a digital communication medium used by consumers to share information, reviews, and experiences about items or services that have been used. Then, Bushara et al. (2023), Said e-WOM is a favorable or unfavorable opinion on a business or product that prospective buyers share online with a large audience. Meanwhile, according to Donthu et al. (2021), e-WOM is an online dissemination of information about a product or brand through non-commercial and interpersonal communication with the advantages of speed, persuasiveness, and accessibility. Therefore, based on this research foundation, it may be said that e-

WOM is a favorable or unfavorable review submitted by consumers through various online platforms.

Based on Goyette et al. (2010) and Firmansyah et al. (2024), said that to measure e-WOM there are 4 dimensions, which are as follows:

1. Intensity
2. Positive Valence
3. *Negative Valence*
4. *Content*

Brand Image

Brand image is the way that people perceive and associate it with its emotional and functional qualities (Rao et al., 2021). Wei (2024), argues that brand image refers to the actual reputation built by the company attached to the brand, such as the essence of the brand through its name, communication style, logo, and other visual cues. Meanwhile, Switala et al. (2018), elucidate how a consumer's perception of a brand is influenced by associations they have with it to convey information about it and their fundamental beliefs about it. Drawing upon this research foundation, the conclusion can be drawn that brand image is the perception, beliefs, ideas, and impressions that consumers feel towards a brand.

Based on Li & Wang (2011), Anwar & Andrean (2021), and Issa et al. (2024), state that there are 3 dimensions to gauge brand image, comprising:

1. Corporate Image
2. Product Image
3. User Image

Research Hypotheses

Celebrity Endorser and Brand Image

Celebrity endorser is well-known among the public because they have skills in their field. The use of celebrity endorsers is generally utilized in a product marketing activity in order to increase brand visibility, expand consumer reach, and foster consumer confidence in a product or service with a celebrity endorser through the positive image relationship that the celebrity endorser has. Ali (2021), said that celebrity endorsement has a positive influence on brand image. Manggalania & Soesanto (2021), say that celebrity endorsement has a positive impact on improving brand image. Yuniartika (2022), shows that celebrity endorsement has a major impact on improving brand image. Next, research executed by Adam et al. (2022), said that celebrity endorsers have an impact on improving brand image. In addition, it is explained that a good continuity between celebrity endorsers and brand image is needed. This is because celebrity endorsers and a product's brand image affect its image, so celebrity endorsers need to maintain their integrity and credibility so that the products being promoted have a positive perception in the community.

H₁: Celebrity Endorser exerts positively and significantly on the brand image of local skincare for people in Jabodetabek.

E-WOM and Brand Image

E-WOM is a response given by someone to a product or service through an online platform, both

positive and negative. According to Susilowati & Ardianto (2023), if a positive response is given through e-WOM, it can help build a positive brand image in the minds of consumers. However, if the response is negative, it can also make the brand image negative in the minds of consumers. So, this indicates that one of the elements influencing brand image is e-WOM. Lestari & Gunawan (2021), show e-WOM significantly enhances brand image. Handoko & Melinda (2021), shows that e-WOM significantly affects improving brand image. Qaimari et al. (2021), explain e-WOM has a notable impact on improving brand image. Next, research conducted by Jasin (2022), shows e-WOM significantly enhances brand image. This shows that if the amount of e-WOM information is more positive, the brand image will also increase in quality.

H₂: E-WOM exerts positively and significantly on the brand image of local skincare for people in Jabodetabek.

Celebrity Endorser and Purchase Intention

This marketing strategy involves a celebrity's fame in promoting a product or service. The presence of celebrity endorsers who have the ability to reach a wide audience makes an attraction for a company. In addition, celebrity endorsers can also influence consumer decisions in purchasing certain goods or services. According to Sampurno (2019), celebrity endorsers are an effective way to build consumer purchase intention, especially if celebrity endorsers have

characteristics such as expertise, trustworthiness, and attractiveness. Aziz et al. (2019), said that celebrity endorsers who have credibility and expertise have a significant impact on purchase intention. Frimpong et al. (2019), said that celebrity endorsers who have indicators of attractiveness, trustworthiness, and familiarity will significantly affect the intention to buy. Sari et al. (2022), said celebrity endorsers positively and significantly affect purchase intention. Next, research conducted by Ramlawati & Lusyana (2020), said that celebrity endorsers have a major influence on purchase intention. This is because quality and well-known celebrity endorsers have a positive and high influence on purchase intention.

H₃: Celebrity Endorser positively and significantly on the purchase intention of local skincare for people in Jabodetabek.

E-WOM and Purchase Intention

E-WOM is a very important strategy for companies to attract consumer purchase intention, especially if companies utilize e-WOM effectively. The existence of e-WOM conveyed by consumers is certainly able to have an impact on a person's purchase intention, as stated by Solihat & Sosianika (2022), positive e-WOM can increase consumer purchase intention in the product or service, while negative e-WOM can reduce consumer purchase intention. Yonita & Budiono (2020), states that e-WOM significantly and favorably impacts the purchase intention. Kristinawati & Keni (2021), said that e-WOM has a major influence on the purchase

intention. Romadhoni et al. (2023), said that e-WOM has a significant effect on purchase intention. Next, studies carried out by Kuswibowo & Murti (2021), said that significantly and favorably impacts the purchase intention. This finding illustrates that the amount of interesting feedback or positive consumer assessment of an item will have a positive impact on purchase intention. So, if there are more and more interesting consumer discussions on online platforms, the higher the consumer's purchase intention in a product will be.

H₄: E-WOM exerts positively and significantly impact on the purchase intention of local skincare for people in Jabodetabek.

Brand Image and Purchase Intention

Brand image is the value offered by a company to consumers. Setyobudi & Farida (2021), explain how a brand image is an important factor in influencing consumers' intention, particularly when that image is positive, it will have an impact and increase consumer purchase intention. Ihzaturrahma & Kusumawati (2021), said that a brand image plays a crucial role in influencing consumers' intentions to make purchases. Sanny et al. (2020), said that the intention to buy a product is significantly influenced by brand image. Indahsari et al. (2023), said that brand image has a major influence on the purchase intention. Next, research conducted by Rokhmawati et al. (2022), said that brand image significantly and favorably impacts the purchase

intention. These findings illustrate that a brand image that has a positive influence and good consumer perceptions will have a major influence in stimulating consumer purchase intention. Thus, this good brand image will increase consumer confidence to believe in the brand and generate consumer purchase intention.

H₅: Brand image exerts positively and significantly on the purchase intention of local skincare for people in Jabodetabek.

Celebrity Endorser and Purchase Intention via Brand Image

Celebrity endorsers and brand image are factors that have a relationship in influencing consumer purchase intention. According to Sulistyowati (2022), the relationship between celebrity endorsers and consumer purchase intention does not only occur directly but also through the brand image generated by the product. If the product or service has a good brand image in the minds of consumers, it will give a positive view of the message conveyed by the celebrity endorser to generate consumer purchase intention. So, the effectiveness of the connection between celebrity endorsers and consumer purchase intention is strongly influenced by the brand image that is built (Salsabila & Albari, 2022). Gusti et al. (2020), said that celebrity endorsers have a significant impact on purchase intention via brand image. Further research by Yuniartika (2022), said that Korean celebrity endorsers significantly impact purchase intention via brand image. Dewi & Giantari (2021),

said that brand image has a persial impact in mediating the relationship between celebrity endorsers and purchase intention. Next, research carried out by Yawar & Ghafar (2021), says that celebrity endorsers significantly and favorably impact the purchase intention via brand image. This finding illustrates that if the company's brand image has a good view supported by celebrity endorsers, it will also lead to good purchase intentions.

H₆: Celebrity endorsers exerts positively and significantly on purchase intention via the brand image of local skincare for people in Jabodetabek.

E-WOM and Purchase Intention via Brand Image

E-WOM that has a good influence can shape the brand image of a items or service. When consumers observe positive product reviews or services, it can create a favorable impression in the minds of consumers regarding the brand image. Moreover, now consumers are more likely to trust information and reviews from fellow consumers than the information submitted by companies. Thus, the existence of e-WOM can influence purchase intention and mold a company's brand image. Dewi & Rastini (2020), said that e-WOM has a significant impact on purchase intention through brand image. Further research researched by Yora & Dewi (2021), demonstrates how the association between e-WOM and smartphone purchase intention is partially intervening by brand image. Putri & Sukawati (2019), said that e-WOM has a significant

impact on purchase intention through brand image. Next, research carried out by Putra et al. (2020), said that e-WOM has a significant impact on purchase intention through brand image. This research demonstrates that the more positive e-WOM consumers receive, the more positive the product's brand image is and the more likely they are to buy it.

H₇: E-WOM exerts positively and significantly on purchase intention via the brand image of local skincare for people in Jabodetabek.

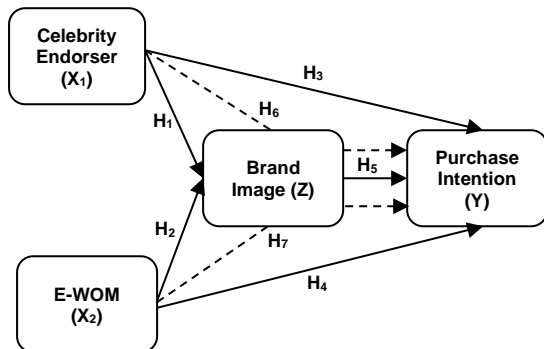


Figure 3. Research Framework Model

Source: Data Processed by Researchers (2024)

RESEARCH METHODS

Research Approach

This research design uses quantitative methods. Grounded in positivist ideology, researchers use the quantitative method to study targeted populations or samples, collect data with research tools, and analyze statistical or quantitative data to test prior hypotheses (Sugiyono, 2018). Then, this quantitative research method has characteristics in the form of numbers, presented in the form of tables or graphs, uses hypotheses,

and uses research instruments that can be tested statistically.

Data and Sample

Researchers conducted sampling with *non-probability* sampling techniques, using *purposive sampling* method. The reason the researcher chose the *purposive sampling* method was because the researcher had specific criteria in this study, so that not all samples could have the same opportunity to participate. As well as, conveyed by Sugiyono (2017), which is said that purposive sampling is a sampling technique with certain considerations. The criteria for the samples used by researchers in this study are as follows:

1. Ages 15-35
2. People in the Jabodetabek area
3. Knowing local skincare

Based on this study, researchers applied Hair's formula in calculating the sample size. This formula is used for research with an unknown population size. Hair et al. (2019), said that in research for a good sample size is around 100-300 respondents, this sample size can be calculated by multiplying the number of indicators of the variable formation by 5-10. Considering these guidelines, the quantity of samples used in this research is:

$$N = \text{Number of Indicators} \times 7$$

$$N = 34 \times 7$$

$$N = 238$$

Grounded in these calculations, it can be seen that the quantity of samples available for use in this research consists of 238 respondents. However, the researcher chose to increase the number of research samples to 250 respondents by

predetermined criteria so that the statistical calculation process could achieve optimal results.

Variables Measurement

Primary data is the method of data collecting employed in this investigation. This study's primary data uses a survey approach in the form of a questionnaire instrument using Google Forms and distributing questions to respondents through various social media platforms. Researchers use Likert scale measurements to measure the level of respondent data that match the criteria in this study. The Likert scale used by researchers is 5 points, consisting of 1 (strongly disagree), 2 (disagree), 3 (undecided), 4 (agree), and 5 (strongly agree). Based on Fadhillah & Sfenrianto (2022), the purpose of using a 5-point Likert scale is to limit the number of options that might lead to attitudes that make it difficult for respondents to provide answers.

Validity and Reliability Test

Researchers measured the validity test using the Confirmatory Factor Analysis (CFA) method with the support of AMOS version 24 software. CFA can be said to be valid if the variable indicators are gathered in one component with a factor loading value that meets the predetermined limits based on the research sample size (Hair et al., 2017). Researchers conducted validity tests on people who know local skincare in Jabodetabek with 250 respondents. So, the indicators in the study can be stated to be valid if the results of factor loading $\geq 0,35$. Then, for the reliability test, the researcher used the construct reliability method. Sihombing & Arsani (2022), said that the research

instrument can be known or declared a good reliability if the construct reliability value is $\geq 0,70$.

Hypothesis Testing

The study used the Structural Equation Modeling (SEM) method supported by AMOS version 24 software to test the hypothesis. The use of AMOS is because it is able to help test and determine the strength level of the connection between variables. Zailani et al. (2020), said that in conducting the Structural Equation Modeling (SEM) test, it can also be measured based on the eligibility category, which consists of absolute fit measures, incremental fit indices, and parsimonious fit measures. After conducting the model feasibility test, the researcher carried out a hypothesis test by examining the value of the Critical Ratio and Probability. Hypothesis testing the t-value of each variable is compared with its critical value (t-table), if the significance level of the t-value is 5%, then the connection between variables is defined significant if only the t-value ≥ 1.96 and the standardized loading factor is greater than or equal to 0,05 (Saidani et al., 2021).

RESULTS AND DISCUSSION

Respondents Profile

Table 2. Respondent Data Based on Gender

Gender	Frequency	Percent
Male	41	16,4%
Female	209	83,6%
Total	250	100%

Source: Data processed by researchers (2024)

Table 2, indicates the data distribution of 250 respondents grouped by gender. The results show

that women dominate the use of skincare compared to men.

Table 3. Respondent Data Based on Age

Age	Frequency	Percent
15 – 20	58	23,2%
21 – 25	134	53,6%
26 – 30	40	16%
31 – 35	18	7,2%
Total	250	100%

Source: Data processed by researchers (2024)

Table 3, displays the data distribution of 250 respondents grouped by age. The results show that the 21-25 age range dominates the use of skincare.

Table 4. Respondent Data Based on Last Education

Last Education	Frequency	Percent
SMP	31	12,4%
SMA/SMK/SLTA	136	54,4%
Diploma/S1	72	28,8%
S2/S3	11	4,4%
Total	250	100%

Source: Data processed by researchers (2024)

Table 4, displays the data distribution of 250 respondents grouped by last education. These results show that the last education of SMA/SMK/SLTA dominates the use of skincare.

Table 5. Respondent Data Based on Domicile

Domicile	Frequency	Percent
Jakarta	110	44%
Bogor	38	15,2%
Depok	34	13,6%
Tangerang	40	16%
Bekasi	28	11,2%
Total	250	100%

Source: Data processed by researchers (2024)

Table 5, displays the data distribution of 250 respondents grouped by domicile. The results show that

Jakarta's domicile dominates the use of skincare.

Table 6. Respondent Data Based on Employment Status

Employment Status	Frequency	Percent
Student	160	64%
Work	66	26,4%
Not Working	5	2%
Owning your own business	19	7,6%
Total	250	100%

Source: Data processed by researchers (2024)

Table 6, displays the data distribution of 250 respondents grouped by employment status. The results show that students dominate the use of skincare.

Table 7. Respondent Data Based on Information about Local Skincare

Employment Status	Frequency	Percent
Marketplace	67	26,8%
Social Media	167	66,8%
Television	9	3,6%
More	7	2,8%
Total	250	100%

Source: Data processed by researchers (2024)

Table 7, displays the data distribution of 250 respondents grouped based on information about knowing local skincare. These results show that respondents who know local skincare are dominated by social media.

Validity and Reliability Test

Table 8. Validity and Reliability Test Results

Variables	Indicator	Loading Factor $\geq 0,35$	Construct Reliability $\geq 0,7$
Purchase Intention	PI1	0,772	0,810
	PI2	0,774	
	PI3	0,687	
	PI4	0,756	
	PI5	0,724	

Variables	Indicator	Loading Factor $\geq 0,35$	Construct Reliability $\geq 0,7$
Celebrity Endorser	PI6	0,711	0,787
	PI7	0,750	
	PI8	0,716	
	CE1	0,716	
	CE2	0,586	
	CE3	0,554	
	CE4	0,762	
	CE5	0,740	
E-WOM	CE6	0,675	0,781
	CE7	0,661	
	CE8	0,677	
	EWOM1	0,631	
	EWOM2	0,715	
	EWOM3	0,665	
	EWOM4	0,679	
	EWOM5	0,568	
	EWOM6	0,509	
	EWOM7	0,565	
Brand Image	EWOM8	0,645	0,792
	EWOM9	0,573	
	EWOM10	0,706	
	CM1	0,641	
	CM2	0,694	
	CM3	0,738	
	CM4	0,702	
	CM5	0,719	
CM6	0,747		
CM7	0,704		
CM8	0,743		

Source: Data processed by researchers (2024)

The validity and reliability test analysis presented in Table 8, shows that all items on the purchase intention variable indicator questions, celebrity endorsers, e-WOM, and brand image have a good level of validity and reliability data analysis. This is evidenced by the value of each indicator question item which shows the results of the loading factor $\geq 0,35$, so the data is declared valid and the value of all variables which shows the results of construct

reliability $\geq 0,70$, so the data is declared reliable.

Goodness of Fit Index

Table 9. Goodness of Fit Index Test Results After Modification

Goodness of Fit Index	Cut off Value	Value	Model Evaluation
Chi-Square	Expectedly small	97,868	Good
Significant Probability	$\geq 0,05$	0,143	Good
RMSEA	$\leq 0,08$	0,026	Good
GFI	$\geq 0,90$	0,950	Good
AGFI	$\geq 0,90$	0,928	Good
CMIN/DF	$\leq 2,00$	1,165	Good
TLI	$\geq 0,95$	0,989	Good
CFI	$\geq 0,95$	0,991	Good

Source: Data processed by researchers (2024)

Analysis of the Structural Equation Modeling (SEM) test through the goodness of fit index test presented in Table 9, shows that the modified model has a good level of feasibility on all indicators. Zailani et al. (2020), explained that Structural Equation Modeling (SEM) which meets the criteria for goodness of fit index, the model feasibility test is considered fulfilled. In this study, it can be proven that the value of all goodness of fit index items meets the requirements for model feasibility.

Hypothesis Test

Hypothesis testing is carried out to examine the value of the Critical Ratio and Probability whether there is a significant effect on all variables tested or not supported by AMOS software version 24. The relationship between variables is considered to have a significant effect if the CR value $\geq 1,96$ and $P \leq 0,05$ (Saidani et al., 2021). The following is a table display that presents the results of hypothesis testing data processing.

Table 10. Hypothesis Test Results

H	Variable Influence	CR	P	Result
H ₁	CE → BI	3,918	0,000	Accepted
H ₂	E-WOM → BI	2,806	0,005	Accepted
H ₃	CE → PI	2,662	0,008	Accepted
H ₄	E-WOM → PI	1,991	0,046	Accepted
H ₅	BI → PI	3,225	0,001	Accepted

Source: Data processed by researchers (2024)

The hypothesis test results presented in Table 10, show that each relationship between variables has a good level of data analysis. This is evidenced by the value of each relationship between variables which shows the results of $CR \geq 1,96$ and $P \leq 0,05$. The results of the analysis on H₁ state that celebrity endorsers has a positive and significant effect on the brand image of local skincare for people in Jabodetabek, as evidenced by the value received because it obtained a CR value of $3,918 \geq 1,96$ and a P value of $0,000 \leq 0,05$. The results of the analysis on H₂ state that e-WOM has a positive and significant effect on the brand image of local skincare for people in Jabodetabek, as evidenced by the value received because it obtained a CR value of $2,806 \geq 1,96$ and a P value of $0,005 \leq 0,05$.

The results of the analysis on H₃ state that celebrity endorsers has a positive and significant effect on purchase intention of local skincare for people in Jabodetabek, as evidenced by the value received because it obtained a CR value of $2,662 \geq 1,96$ and a P value of $0,008 \leq 0,05$. The results of the analysis on H₄ state that e- WOM has a positive and

significant effect on purchase intention of local skincare for people in Jabodetabek, as evidenced by the value received because it obtained a CR value of $1,991 \geq 1,96$ and a P value of $0,046 \leq 0,05$. The results of the analysis on H₅ state that brand image has a positive and significant effect on the purchase intention of local skincare for people in Jabodetabek, as evidenced by the value received because it obtained a CR value of $3,225 \geq 1,96$ and a P value of $0,001 \leq 0,05$.

After processing the research hypothesis test data, the researcher also conducted a hypothesis test regarding the mediating variable using the sobel test on the Calculation for Sobel Test tool through the analyticscalculators website. The mediating variable can be said to be able to mediate between the independent variable and the dependent variable if the Sobel Statistical value $\geq 1,96$ and the P-Value $\leq 0,05$ (Herlina & Diputra, 2018). The following is a table display that presents the results of data processing of hypothesis testing regarding mediating variables using the sobel test.

Table 11. Results of the Intervening Hypothesis Test Using the Sobel Test

H	Variable Influence	Sobel Statistic	P-Value	Result
H ₆	CE → BI → PI	2,494	0,012	Accepted
H ₇	E-WOM → BI → PI	2,119	0,034	Accepted

Source: Data processed by researchers (2024)

The mediation hypothesis test results presented in Table 11, show that each relationship between variables has a good level of data analysis. This is evidenced by the value of each relationship between variables which shows the results of Sobel Statistics $\geq 1,96$ and P-Value $\leq 0,05$. The findings of the examination on H₆ state that celebrity endorsers positively and significantly affect on purchase intention via the brand image of local skincare in people in Jabodetabek, as evidenced by the value received because it obtained a Sobel Statistical value of 2,494 $\geq 1,96$ and a P-Value of 0,012 $\leq 0,05$. The results of the analysis on H₇ state that e-WOM positively and significantly affects on purchase intention through the local skincare brand image for people in Jabodetabek, as evidenced by the value received because it obtained a Sobel Statistics value of 2,119 $\geq 1,96$ and a P-Value of 0,034 $\leq 0,05$.

The Correlation Between Celebrity Endorser and Brand Image

The outcomes of the research analysis conducted by researchers on the effect of celebrity endorsers on the brand image of local skincare for people in Jabodetabek show a positive relationship. As evidenced by the value received, namely obtaining a CR value of 3,918 $\geq 1,96$ and a P value of 0,000 $\leq 0,05$. This indicates that celebrity endorsers exerts positively and significantly on the brand image of local skincare for people in Jabodetabek.

The results in this study show relevant conformity and are in line with the findings executed by Manggalania & Soesanto (2021), explaining that celebrity endorsers exert a positive and significant

impact on brand image. These outcomes are in agreement with previous studies by Ali (2021), Adam et al. (2022), and Yuniartika (2022), which state that the use of celebrity endorsement has a positive impact on improving brand image. So, if the celebrity endorser increases, the brand image will also increase, this is because celebrity endorsers have the ability to shape consumer perceptions of a brand, where if a trusted and respected celebrity endorser supports a particular brand, then consumers tend to have higher trust in the brand image.

The Correlation Between E-WOM and Brand Image

The outcomes of the research analysis conducted by researchers on the effect of e-WOM on the brand image of local skincare for people in Jabodetabek show a positive relationship. As evidenced by the value received, namely obtaining a CR value of 2,806 $\geq 1,96$ and a P value of 0,005 $\leq 0,05$. This shows that e-WOM exerts positively and significantly on the brand image of local skincare for people in Jabodetabek.

The results in this study show relevant conformity and are in line with the findings carried out by Lestari & Gunawan (2021), reveals that e-WOM exhibits a positive and significant influence on brand image. These outcomes are in agreement with previous studies by Handoko & Melinda (2021), Qaimari et al. (2021), and Jasin (2022), explaining that the use of e-WOM has a positive impact on improving brand image. This shows that e-WOM has an important role as a strong communication channel in shaping brand image because consumers tend to believe more in e-WOM from other people

who have direct experience with a product or brand, when many people give positive reviews about a product, of course, this can encourage someone to form a positive opinion about the product's brand image. So, the more positive e-WOM used by companies in marketing their products, the better it is in building an increase in the brand image of the product.

The Correlation Between Celebrity Endorsers and Purchase Intention

The outcomes of the research analysis conducted by researchers on the effect of celebrity endorsers on the purchase intention of local skincare for people in Jabodetabek show a positive relationship. As evidenced by the value received, namely obtaining a CR value of $2,662 \geq 1,96$ and a P value of $0,008 \leq 0,05$. This presents that celebrity endorsers exerts positively and significantly on the purchase intention of local skincare for people in Jabodetabek.

The results in this study show relevant conformity and are in line with the findings carried out by Frimpong et al. (2019), saying that celebrity endorsers have a positive and significant influence on purchase intention. These outcomes are in agreement with previous studies by Aziz et al. (2019), Sari et al. (2022), and Ramlawati & Lusyana (2020), which convey that celebrity endorsers have a positive impact on increasing purchase intention. because quality and well-known celebrity endorsers have a high influence on purchase intention. This indicates that when a celebrity endorser who is popular and has high appeal promotes a product, the product will get wider exposure and

make the product look more attractive. So, the more relevant the involvement of celebrity endorsers used in marketing their products, the better it will be in building consumer purchase intention.

The Correlation Between E-WOM and Purchase Intention

The outcomes of the research analysis conducted by researchers on the effect of e-WOM on the purchase intention of local skincare for people in Jabodetabek show a positive relationship. As evidenced by the value received, namely obtaining a CR value of $1,991 \geq 1,96$ and a P value of $0,046 \leq 0,05$. This demonstrates that e-WOM exerts positively and significantly on the purchase intention of local skincare for people in Jabodetabek.

The results in this study show relevant conformity and are in line with the findings conducted by Armawan et al. (2023), said that e-WOM has a positive and significant effect on purchase intention. These outcomes are in agreement with previous studies by Romadhoni et al. (2023), Kristinawati & Keni (2021), and Yonita (2020), which convey that e-WOM positively and significantly affects purchase intention. This shows that information from e-WOM provides real experiences from previous users so that it helps consumers evaluate a product. Positive e-WOM from many users can increase consumer confidence in a product, while negative e-WOM can reduce purchase intention. So, if the e-WOM from the company is good, consumers show a positive value for intending to make a purchase.

The Correlation Between Brand Image and Purchase Intention

The outcomes of research analysis conducted by researchers on the effect of brand image on purchase intention of local skincare for people in Jabodetabek show a positive relationship. As evidenced by the value received, namely obtaining a CR value of $3,225 \geq 1,96$ and a P value of $0,001 \leq 0,05$. This indicates that brand image exerts positively and significantly on the purchase intention of local skincare for people in Jabodetabek.

The results in this study show relevant conformity and are in line with the findings conducted by Savitri et al. (2021), saying that brand image positively and significantly affects purchase intention. These outcomes are in agreement with previous studies by Ihzaturrahma & Kusumawati (2021), Sanny et al. (2020), and Rokhmawati et al. (2022), which convey that brand image has a significant impact on purchase intention. This shows that a good brand image is considered more credible and trustworthy, whereas when consumers have a positive perception of a brand, they tend to be more interested in trying the product. So, a brand image that has a positive influence and good consumer perception will have a big influence in stimulating consumer purchase intention.

The Correlation Between Celebrity Endorser and Purchase Intention via Brand Image

The outcomes of the research analysis conducted by researchers on the effect of celebrity endorsers on purchase intention through the brand image of local skincare for people in Jabodetabek show a positive relationship. As evidenced

by the value received, namely obtaining a Sobel Statistical value of $2,494 \geq 1,96$ and a P-Value of $0,012 \leq 0,05$. This shows that celebrity endorsers exerts positively and significantly on the purchase intention via the brand image of local skincare for people in Jabodetabek.

The results in this study show relevant conformity and are in line with the findings conducted by Gusti et al. (2020), saying that celebrity endorsers positively and significantly affect purchase intention through brand image. These outcomes are in agreement with previous studies by Yuniartika (2022), Yawar & Ghafar (2021), and Dewi & Giantari (2021), which convey that brand image has a persial impact in mediating the celebrity endorser relationship to purchase intention. This illustrates that the use of appropriate celebrity endorsers in designing an effective marketing campaign can shape the brand image of a product to be strong and positive, thus indirectly influencing consumer purchase intention. So, if the company's brand image increasingly has a good view supported by celebrity endorsers, it will also lead to good purchase intention.

The Correlation Between E-WOM and Purchase Intention via Brand Image

The outcomes of the research analysis conducted by researchers on the effect of e-WOM on purchase intention through the brand image of local skincare for people in Jabodetabek show a positive relationship. As evidenced by the value received, namely obtaining a Sobel Statistical value of $2,119 \geq 1,96$ and a P-Value of $0,034 \leq 0,05$. This shows that e-WOM exerts positively and significantly on the

purchase intention via the brand image of local skincare for people in Jabodetabek.

The results in this study show relevant conformity and are in line with the findings conducted by Yora & Dewi (2021), stating that the association between e-WOM and purchase intention is largely mediated by brand image. These outcomes are in agreement with previous studies by Putri & Sukawati (2019), Dewi & Rastini (2020), and Putra et al. (2020), which convey that e-WOM positively and significantly affect purchase intention through brand image. This illustrates that e-WOM in the form of reviews, comments, and recommendations circulating in cyberspace gradually forms consumer perceptions of a brand. This perception will then become the basis for consumers in influencing consumer purchase intention. So, if the an increase in positive e-WOM in consumers, the higher the consumer purchase intention will be and the mediating brand image can also provide intensive to consumers to strengthen their purchasing decisions.

CONCLUSION

In light of the study's findings, it may be said that celebrity endorsers positively and significantly affect the brand image of local skincare for people in Jabodetabek. So, if the more relevant the celebrity endorser involvement used by local skincare in marketing its products, the better it will be in building an increase in the brand image of local skincare products. Additionally, E-WOM exerts positively and significantly on the brand image of local skincare for people in Jabodetabek. So, if the more positive e-WOM used by local

skincare in marketing its products, the better it will be in building an improvement in the brand image. Then, celebrity endorsers positively and significantly on purchase intention of local skincare for people in Jabodetabek. So, if the more relevant the involvement of celebrity endorsers used by local skincare in marketing its products, the better it will be in building an increase in interest in local skincare products.

Furthermore, the result of this study shows that e-WOM exerts positively and significantly on the purchase intention of local skincare for people in Jabodetabek. So, if the more positive e-WOM used by local skincare in marketing its products, the better it will be in building an increase in purchase intention of local skincare products. Besides, brand image positively and significantly on purchase intention of local skincare for people in Jabodetabek. So, the better the brand image used by local skincare in introducing its products, the better it will be in building an increase in the purchase intention of local skincare products.

On the other hand, celebrity endorser exerts positively and significantly on purchase intention via the brand image of local skincare for people in Jabodetabek. So, if the more relevant the celebrity endorser used by local skincare, the more positive the local skincare brand image will be in the minds of the public and increase purchase intention in local skincare. Also, exerts positively and significantly on purchase intention via the brand image of local skincare for people in Jabodetabek. So, if the more positive the e-WOM used by local skincare, the higher the consumer's purchase

intention, and with a mediating brand image it can also provide intensive to consumers to strengthen in stimulating purchase intention in local skincare.

The results of this research analysis show that celebrity endorsers, e-WOM, and brand image have a positive and significant influence on purchase intention in local skincare in Jabodetabek. To improve business sustainability, local skincare companies are advised to strengthen branding and improve product quality to attract consumer buying interest more effectively. Then, the celebrity endorser strategy can be optimized through more intensive brand activation and selection of endorsers who are relevant and have a strong appeal to the target audience. In addition, e-WOM management can be improved by building an active online community, creating engaging content, and offering referral programs with incentives, such as discounts or gifts, to encourage customers to share their experiences. The brand image also needs to be strengthened through rebranding and more intensive highlighting of product advantages.

Thus, future research is expected to explore these findings by involving more variables that have the potential to influence purchase intention, not only celebrity endorsement. influence purchase intention, such as social media marketing, county of origin, advertising credibility, and perceived value. The use of methods can also be done by using mixed quantitative and qualitative methods to produce deeper insights. In addition, the scope of the research area can be expanded to obtain more

representative results and better generalization.

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APPENDIX

Research Questionnaire

Dear Respondents,

Introducing me Mayang Nurapriani as a student of the Business Education Study Program, Faculty of Economics, State University of Jakarta. I am currently conducting research to fulfill my final project with the title "*The Strategic Role of Brand Image in Linking Celebrity Endorsers and E-WOM with Local Skincare Purchase Intention for People in Jabodetabek*".

The criteria for respondents needed for this research are as follows:

1. Ages 15-35
2. People who live in Jabodetabek
3. Have you ever heard of or known local skincare

If you meet these criteria, I ask for your time to provide information according to what you have felt or experienced. All information data that you provide will be guaranteed confidentiality, because the data should only be used for research purposes. Thank you for your attention and cooperation!

Warmest Greetings,
Mayang Nurapriani

SCREENING QUESTIONS

1. Are you 15-35 years old?
 - Yes
 - No (**stop filling**)
2. Do you live in Jabodetabek?
 - Yes
 - No (**stop filling**)
3. Have you heard of or know about local skincare?
 - Yes
 - No (**stop filling**)
4. Where have you heard or know about local skincare?
 - Marketplace
 - Social Media
 - Television
 - More

QUESTIONNAIRE STATEMENT

1. Purchase Intention (Y)

Item	Indicator	1 STS	2 TS	3 R	4 S	5 SS
PI.1	I have the intention to buy local skincare products					
PI.2	I intend to buy local skincare products in the future					
PI.3	I have the intention to give references to local skincare products to others					
PI.4	I will consider buying local skincare products if I happen to see them					
PI.5	I have the intention to make local skincare products my first choice					
PI.6	If I am going to buy a similar beauty product, I will still choose to buy local skincare products					
PI.7	I will look for supporting information about local skincare products					
PI.8	I will actively seek information about local skincare products at the point of purchase before I intend to buy the product					

Source: Data processed by researchers (2024)

2. Celebrity Endorser (X1)

Item	Indicator	1 STS	2 TS	3 R	4 S	5 SS
CE.1	I feel the celebrity endorser on local skincare products can be trusted					
CE.2	I will buy local skincare products, if the celebrity endorser used is a person who can be trusted					

Item	Indicator	1 STS	2 TS	3 R	4 S	5 SS
CE.3	Celebrity endorsers who are trustworthy make me remember local skincare products					
CE.4	Celebrity endorsers in local skincare products have the ability to influence consumer attractiveness					
CE.5	The attractiveness of celebrity endorsers owned by local skincare products will affect my buying interest.					
CE.6	I prefer to watch local skincare advertisements with celebrity endorsers who are physically attractive					
CE.7	I feel that celebrity endorsers in local skincare who have expertise (skilled, qualified, knowledgeable, and experienced) will be more appreciated					
CE.8	I pay more attention to advertisements for local skincare products that use celebrity endorsers who have expertise in the beauty field					

Source: Data processed by researchers (2024)

3. *E-WOM (X2)*

Item	Indicator	1 STS	2 TS	3 R	4 S	5 SS
E-WOM.1	I talk about local skincare products to many people					
E-WOM.2	Local skincare product reviews with the highest number of votes and good reviews attract me					
E-WOM.3	I recommend people to buy local skincare products online					
E-WOM.4	I will read both positive and negative reviews of local skincare products before intending to buy them					
E-WOM.5	I trust online customer reviews of local skincare products more than personal opinions					
E-WOM.6	Unfavorable reviews on local skincare can affect a person's buying interest					
E-WOM.7	The existence of negative reviews submitted by others about local skincare has an impact on discouraging my purchase interest					
E-WOM.8	I discuss the quality of the products offered by local skincare					
E-WOM.9	For me local skincare product reviews using videos are much better than in text form					
E-WOM.10	Star ratings and online reviews on local skincare products are very important to me					

Source: Data processed by researchers (2024)

4. *Brand Image*

Item	Indicator	1 STS	2 TS	3 R	4 S	5 SS
BI.1	Local is one of the best brands in the beauty sector					
BI.2	Local is a popular beauty product among the public					
BI.3	I feel local has a good reputation as a beauty product					
BI.4	Local skincare products have high quality					

Item	Indicator	1	2	3	4	5
		STS	TS	R	S	SS
Bl.5	Local skincare products have an attractive impression on me					
Bl.6	I feel local skincare products have better characteristics than its competitors					
Bl.7	Local has a personality that distinguishes itself from competitors					
Bl.8	I have an interest in buying local skincare products because of the positive image among the community					

Source: Data processed by researchers (2024)