

Original Article

The Influence of Celebrity Endorsers on Purchase Intention with Brand Image as a Mediating Variable on Skintific Users in Ternate City

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Abstract: This research aims to determine the influence of celebrity endorsers on purchase intention with brand image as a mediating variable for Skintific users in Ternate City. This research uses a quantitative approach. The population in this research is the people of Ternate city who use Skintific products. The number of samples in this study was 150 respondents. The data sources in this research are primary and secondary data. The data analysis technique in research uses Smart Partial Least Squares (PLS). The results of this research show that celebrity endorsers have a positive influence on purchase intention, celebrity endorsers have a positive influence on brand image, brand image has a positive influence on purchase intention and brand image is able to positively influence the relationship between celebrity endorsers and purchase intention.

Keywords: Celebirty Endorser, Brand Image, Purchase Intention.

I. INTRODUCTION

Digital marketing has gone beyond its initial role as a product and service promotion tool. Today, companies use it to create positive associations by distributing interesting, unique and educational content. This strategy aims to build positive relationships and provide memorable experiences for consumers. This very rapid digital era has made marketing strategies experience a significant shift in the industrial world. As is currently the case, the skincare industry is experiencing an increase, making it interesting to research (Yanuari & Saputro, 2025). One industry that is growing rapidly thanks to digitalization is the skincare business. The increase in demand for this product is driven by the desire of people, especially young people in Indonesia, to get healthy and youthful skin (Ekasari *et al*, 2024). As a consequence, the market is now filled with various new brands that are competing fiercely.

Companies that initially only focused on cosmetic products are now also starting to develop skincare lines, so that the level of competition in the market is getting tougher. In facing these conditions, it is not enough for companies to just follow technological developments, but also need to design more effective marketing strategies, such as improving product quality, adding variety, setting competitive prices, and building strong branding.

Based on research conducted by Compas.co.id in the first quarter of 2025 (January–March 2025), Skintific has succeeded in leading the beauty category in Shopee e-commerce.



Figure 1. Top 5 Beauty Brands on Shopee Q1 2025



In the context of the increasingly competitive beauty industry, Skintific shows very prominent performance in terms of sales and market dominance. Skintific's success in leading the Care & Beauty category on Shopee in Q1 2025 (January–March period) with a market share of 4.10% is a strong indication that this brand has achieved a very high level of acceptance and purchase intent among online consumers. This dominance is even more significant considering that Shopee is the largest e-commerce platform in Indonesia, so the data reflects valid national market trends.

Table 1. Market Share of Top 5 Beauty Brands on Shopee Indonesia (Q1 2025)

Ranking	Brand	Market Share
1	Skintific	7.00%
2	MS Glow	6.90%
3	Glad2Glow	4.90%
4	Wardah	4.50%
5	Gloglowing	2.30%

Source: Adapted from Kompas Market Insight, 2025)

In Table 1 Skintific leads among the 10,284 brands analyzed. Even though the gap is narrow with the closest competitors, this position shows consistent market dominance built through aggressive marketing strategies. This data is very relevant because it covers the initial period of 2025, which is a continuation of the promotional period at the end of the previous year, indicating stable and high consumer purchasing intentions. Skintific's advantages are associated with its innovative skincare package products, emphasizing that as a brand that focuses on skin solutions (skin barrier expert) it is highly accepted by consumers.

Skintific is a brand that carries out marketing activities by utilizing the services of celebrity endorsers. Celebrities who are considered trustworthy will be more effective in building consumer trust in the products they endorse. Celebrity expertise in a particular field also contributes to its influence on purchase intentions. Apart from that, celebrities who have knowledge or experience relevant to the product being endorsed will have more influence in convincing consumers. The attractiveness of celebrity endorsers is also one of the dominant factors influencing consumer purchasing intentions. Consumers are more likely to buy products endorsed by celebrities they find attractive (Kotler 2009). Skintific has collaborated with various top Indonesian and international public figures to promote Skintific products, such as Tasya Farasya, Nicholas Saputra, Rizky Nazar, Raline Shah, Alyssa Daguise, Mahalini Raharja, Jovhi Adiguna, Aqeela Calista, Tissa Biani and Minnie (G)I-DLE.

II. LITERATURE REVIEW

A) Planned Behavior Theory

The Theory of Reasoned Action assumes that almost all behavior is under the control of a person's progress toward a specific action. However, in reality, many behaviors are not under the individual's full control. Some behaviors suffer from deficiencies related to skills, abilities, knowledge, and proper planning. Other behaviors may be subject to external constraints, such as time or opportunity, that may limit the ability to achieve goals. To accommodate these inhibiting factors, the model evolved from the Theory of Reasoned Action to the Theory of Planned Behavior. The Theory of Reasoned Action (TRA), developed in 1967, was subsequently revised and expanded by Icek Ajzen and Martin Fishbein. In 1980, the theory was used to study human behavior and develop more appropriate interventions. In 1988, behavioral control was added to the existing reasoned action model, and it was renamed the Theory of Planned Behavior (TPB).

The Theory of Reasoned Action (TRA) (Fisbein and Ajzen) is a model used to predict intentions and behavior. According to the theory of reasoned action, a person's behavior depends on their intention, while the intention to behave is highly dependent on their attitude and subjective norms regarding the behavior. On the other hand, beliefs about the consequences of behavior significantly influence attitudes and subjective norms. Consumer intentions and behavior are influenced by both internal and external factors (social environment). Internal individual factors are reflected in a person's attitude, while external factors are reflected in the influence of others (subjective norms) on behavior. To analyze attitudes and subjective norms, a model is needed, one of which is Fihbein's multi-attribute model.

B) Purchase Intention

Purchase intention is the psychological tendency of a consumer to buy a certain product based on their motivation, perception and attitude towards that product. Purchase intention is defined as a consumer's prepurchased planning to make a purchase and the willingness of an individual to engage in purchasing behavior toward or from a particular product (Schiffman et al., 2008). Numerous factors play a role in shaping purchase intention, such as product quality perceptions, brand trust, and social influences (e.g., celebrity recommendations).

Purchase intention can be regarded as a type of consumer behavior that against stimuli representing a consumer's willingness to purchase articles. Purchase intention has a wider scope i.e., the willingness of consumers to buy or not after evaluating a product (Anwar et al., 2022). Many factors influence consumer intention to choose a product, with the final decision

depending on consumer intention. Consumer perception, product packaging, and customer knowledge are some factors that can influence consumer purchase intention (Cathcart & Killen, 2015). In this context, when Gen Z perceives that a celebrity they trust endorses a product, and when the brand image is perceived positively, their intention to purchase the product increases.

The dimensions of purchase intention used in this study refer to a study by Ferdinand (2006), namely:

1. Transactional: The intention to purchase a product in the near future.
2. Referential: The intention to recommend a product to others.
3. Preferential: The tendency to choose a particular product over others.
4. Exploratory: The desire to seek further information before purchasing.

Understanding consumer purchase intention requires a set of indicators that can illustrate how their intentions and purchase tendencies are formed. The decision purchase intention takes place from the evaluation of information, advantages and experiences obtained with respect to a product. In the modern digital era, information searching and novelty seeking are two important variables in assessing purchase intention strengths. This study investigates such intention from consumers regarding skintific products through some indicators of consumer attitude and behavioral tendencies.

C) Brand Image

Brand image is based on how consumers feel or their search about what consumer looks for (or thinks about a brand) of the product, that gets valued with help of various elements which has been proven in market depicting the quality or perceived quality. This is due to the implications or selection by comparing the differences of several brands, whereby consumers select a brand that aligns with their needs (Nasyeh & Avriyanti, 2023). For consumers, creating the appropriate brand image for your product should do great good because in the evaluation of alternative brands.

In the beauty industry of course, appearance is strongly connected to perceived quality, safety and aesthetic value of product thus brand image plays a significant role. The rising skincare brand Skintific in Indonesia, with a visual narrative supported by the voice of popular influencers to construct an image that is modern, science -backed and skin-friendly.

In this study, brand image is operationalized through the following dimensions developed by Info (2023):

1. Corporate Image: Perception of the reputation of the company that produces and distributes the product.
2. User Image: A description of the type of consumer who typically uses the brand.
3. Product Image: Perceptions of product quality, design, and benefits.

In order to understand how brand image is created in consumers minds, you need a range of indicators that will give a more rounded insight into their view of the product. Brand image not only indicates brand reputation, but also consists of consumers judgments about the product quality, product user characteristics and other attributes. Based on the background that has been presented, this research uses some indicators to measure Psychographic Skintific image as perceived by the audience in relation to digital marketing and social media dynamics that have a significant influence on consumer consumption behavior.

D) Celebrity Endorser

According to Shimp (2010), a celebrity endorser is an actor or artist, entertainer or athlete who is known or publicly known for their success in their respective fields to support an advertised product. According to Sutisna (2009) the use of opinion leaders is quite effective in building feelings of similarity for consumers. Usually the endorsers that companies often use are celebrities. Because messages delivered by interesting sources or famous figures will be able to attract more attention (Kotler & Keller, 2009).

Celebrity endorsers are supporters of a product who act as messengers to strengthen a brand's image. Belch (2009), defines endorsers as supporters of advertisements that are displayed to convey a message. An endorser is often also referred to as a direct source, namely a speaker who delivers a message and/or demonstrates a product or service. Apart from that, an endorser is also defined as a person chosen to represent the image of a product (product image), because usually public figures have a prominent character and strong appeal. According to Kotler (2009), celebrity endorsement is the use of sources as attractive or popular figures in advertising, so that they can strengthen the image of a brand in the minds of customers.

According to Hansudoh (2012), the use of celebrity endorser communicators who have certain characteristics can influence positive consumer attitudes or responses to the product. A celebrity is someone either as an artist, entertainer, sports athlete or public figure who is known to the public because of their expertise in a particular field. Meanwhile, a celebrity endorser is someone who is well known to the public and uses his fame to promote a product or service. Based on research conducted by Hapsari (2010), it was revealed that the main task of endorsers is to create a good association between the endorser himself and the product being advertised so that a positive attitude can arise in consumers, create trust and can create a good image in the eyes of consumers.

E) Hypothesis Development and Framework

A celebrity endorser is a public figure widely used in various media to endorse and promote a product (Roshan & Sudiksa, 2019). Products that push those star-studded names have a better chance of making positive associations in consumers' minds, and ultimately may fire up the consumer's hunger for the brand. The presence of the attractive public figure, who has the trust of his followers as in skincare products such as Skintific, can psychologically have an impact on the intention to buy consumers.

This is in accordance with Saputro & Astuti (2024) research shows celebrity endorsements positively and significantly influences purchase intention. A celebrity model endorsement led to stronger intention, where the high attitudinal strength of the consumers improved their purchase intention and They further claimed that celebrity credibility acts as a substantial predictor for consumer purchase intention.

Despite these broad conclusions making it clear that the effect is substantial, this phenomenon really should be analysed in detail within specific market contexts. With the increasing rise of e-commerce and social media in Ternate, it is highly likely that an endorser will only succeed if a celebrity could build genuine formality with consumers while keeping up their productivity status as potential advertising memories to local culture. This makes it essential for the appropriate celebrity's trustworthiness, expertise and attractiveness attributes used by Skintific have a major impact on purchase intention.

Based on several previous studies, the following is a hypothesis formulation of the relationship between celebrity endorsers and purchase intentions:

H1: Celebrity Endorsers Have a Positive Influence on Purchase Intention for Skintific Products in Ternate City

One of the most effective strategic instruments in developing and projecting brand image into consumers minds is using celebrity endorsements. This may be because the meaning, orientation and character associated with celebrities (incl. attractiveness, lifestyle or other qualities) are transferred to a brand that the celebrity has endorsed and this is perceived by others. This is corroborated by research (Simamora & Sadilah, 2020) which states a positive impact of celebrity endorser on brand image. Research (Mandaki, 2024) validates that celebrity endorsement in marketing has a great effect on creating brand image of the company.

According to research done by Frimpong (2019), celebrity endorsers play powerful and constructive impact on the creation and development of brand image. This relationship is strengthened when there is a fit between the endorser and the product category. Research Mookda et al (2020) shows that celebrity endorsers successfully influence consumer attitudes (which are part of the brand image) toward the brand. A brand image reinforced by celebrities creates clear differentiation.

In the context of skincare products, where information circulates rapidly on social media, the consistency of celebrity image with brand values (match-up) is crucial. An effective celebrity can then convey the meaning of Skintific being a safe, efficacious and modern brand, which then gets anchored into the minds of consumers. Consequently, this favourable and relevant brand image not only offers a benchmark against which Skintific can be rationalised as different from competitors but it also provides theoretical support for hypothesis formulation.

Based on the research, the following is a hypothesis for the relationship between celebrity endorsers and brand image:

H2: Celebrity Endorsement Positively Influences Brand Image for Skintific Products in Ternate City

This positive brand image leads to preference and trust so that Skintific is more chosen over many competitors. A powerful brand image is a mental precursor that converts attraction into buying intent. Chen (2024) found that brand image is a substantial antecedent of consumer purchase intention, suggesting that consumers will purchase because they maintain an image. Family and work suggestion suggested that brand image has a positive signficance to purchase intention as indicated by research of Rahmawan & Suwitho (2020) People buy products when the image matches what they expect and need.

A positive brand image fosters a good reputation and a strong relationship with consumers, two important drivers of the consideration and purchase intentions (Haitao, 2022). Brand image is one of the key differentiators in the competitive cosmetics segment. It is obvious that the theory in previous theory, brand image has a very central place, it makes sense that good and strong brand image is a bundel of perceptions or beliefs which provide strong motivation to consumers not only for make the first buying but also create intentions and repurchase.

Based on previous research, the relationship between brand image and purchase intention is as follows:

H3: Brand Image Has a Positive Influence on Purchase Intention for Skintific Products in Ternate City

This hypothesis is the test of the role of brand image as a moderating variable, which means that celebrity endorsers have an impact on purchase intention through brand image. Strong support for this mediating role has been established by research Ekasari et al (2024) that showed how and why different combinations of endorser credibility and attractiveness influence consumer purchase intention via brand image. Similar results were carried out by (Duwi & Nugroho, 2022) describe that celebrity

endorsers have a strong positive effect on purchase intention but this relationship is mediated or moderated by brand image and further explain it as a constructive link between brand image and purchase intention.

It is in accordance with the research that a good brand image become laces between celebrity endorser to customers purchase interest and consummate transaction (Putra & Sulistyawati 2015). Having a great brand image can help build trust with consumers and increase market presence. A positive brand image will encourage purchase intention. Based on previous research and the theory presented, the following is the relationship between brand image as a mediating variable in the relationship between celebrity endorsers and purchase intention for Skintific products in Ternate City.

Based on previous research, the relationship between celebrity endorsement through brand image and purchase intention is as follows:

H4: Celebrity Endorsement through Brand Image Influences Purchase Intention for Skintific Products in Ternate City

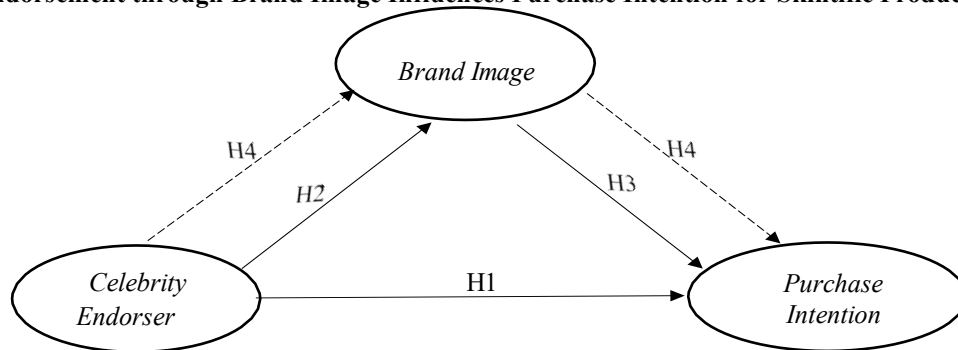


Figure 1. Conceptual Framework of Celebrity Endorsement, Brand Image, and Purchase Intention

F) Research Methodology

The research method used in this study is quantitative. Quantitative research focuses on numerical measurements or measurements based on specific quantities. Quantitative research methods are based on the philosophy of positivism and are used to study specific populations or samples. The data collection technique in this study was a questionnaire with scoring using a Likert scale. This scale is used to assess a person's attitudes, opinions, and views on a scale of 1-4: Strongly Disagree (STS), Disagree (TS), Undecided (R), Agree (S), and Strongly Agree (SS).

G) Population and Sample

The population is the entire group of elements that have specific defined characteristics in a study (Ferdinand, 2014). The population in this study were all people who live Ternate City that know, saw, or were he exposed to Skintific product promotions through celebrity endorsers.

Using of non probability sampling in purposive sampling technique. This approach was selected due to the fact that on all individuals have a chance of being respondents; only those whose answers met specific criteria were involved:

1. Residents of Ternate City
2. Aware of or had seen Skintific promotions through celebrities
3. Purchased the product.

In this particular research, purposive sampling method was considered permissible because it enabled the researchers to choose respondents who had direct relation with the phenomenon under investigation. According to Etikan et al. According to (2016), purposive sampling is a non-probability sampling method which helps in selecting data targeted on certain considerations, whereas if data are not relevant to the focus of proposals then it will not provide relevant data. In consumer behaviour research, purposive sampling is commonly used (Nyimbili 2022).

Following Hair et al. (2010), we evaluated the sample size for this study the ideal sample size for the quantitative method with regression analysis is > 5-10 x of indicator on questionnaire and SEM-PLS (Structural Equation Modeling) method has at least > 100 samples (2010); Therefore, the required sample size, according to Hair et al. (2010), is as follows: n = 15 indicators × 10 = 150 respondents

H) Data Collection Techniques

The data collection technique in this study was a questionnaire with scoring using a Likert scale. This scale is used to assess a person's attitudes, opinions, and views on a scale of 1-4: Strongly Disagree (STS), Disagree (TS), Undecided (R), Agree (S), and Strongly Agree (SS).

I) Data Analysis

Data analysis in this study consisted of two main approaches: descriptive analysis and inferential analysis. This second approach was used continuously to describe the characteristics of the data and test the formulated hypotheses. Data processing was performed using SEM PLS statistical software, which performs accurate and efficient quantitative analysis.

J) Definition of Operational Variables

Tabel 2: Definition of Operational Variables

Variable	Operational Definition	Indicator	Scale
Celebrity Endorser (X1)	A celebrity endorser is an actor or artist, entertainer or athlete who is known or known to the public for their success in their respective fields to support a product being advertised.	1. Trustworthiness 2. Expertise 3. Attractiveness 4. Respect 5. Similarity	Kotler, 2009
Brand Image (Z)	Brand image is the impression or good name of a product, in this case a scientific product.	1. Brand awareness 2. Brand image 3. Brand attraction engagement 4. Brand quality 5. Advocacy of the modern scientific character of the brand	Mardiyono & Soesanto, 2023
Purchase Intention (Y)	Purchase Intention is a person's desire to buy a product, in this case a scientific product.	1. Desire to buy the product 2. Brand preference 3. Information exploration 4. Willingness to recommend to others 5. Interested in trying other product variants	Schiffman & Kanuk, 2008

III. RESULTS AND DISCUSSION

A) Validity and Reliability

This validity test is related to the principle that the measures of a construct should be highly correlated. Where convergent validity occurs if the scores obtained from two different instruments measuring the same construct have a high correlation. Based on the research results, there is one statement item, namely X.3 with an outer loading value of 0.666, which has an outer loading value <0.7, which means that the statement item is said to be invalid and cannot be used for further testing (dropped).

Tabel 3: Initial Outer Loading Output

	Brand Image	Celebrity Endorser	Purchase Intention
X1		0,819	
X2		0,739	
X3		0,666	
X4		0,727	
X.5		0,721	
Z.1			0,841
Z.2			0,784
Z.3			0,806
Z.4			0,731
Z.5			0,736
Y.1	0,746		
Y.2	0,778		
Y.3	0,722		
Y.4	0,750		
Y.5	0,745		

Source: Primary data, processed 2026

After being tested again without using item statement This is as Chin (1995) states, the factor loading (rule of thumbs) used for convergent validity is outer loading >0.7, communality >0.5 and average variance extracted (AVE) >0.5. More details can be seen in Table 4.

Tabel 4: Final Outer Loading Output

	Brand Image	Celebrity Endorser	Purchase Intention
X1		0,839	
X2		0,747	
X4		0,734	
X.5		0,749	
Z.1			0,842
Z.2			0,783
Z.3			0,805
Z.4			0,731
Z.5			0,736
Y.1	0,746		
Y.2	0,777		
Y.3	0,721		
Y.4	0,753		
Y.5	0,745		

Source: Primary data, processed 2026

A construct is considered reliable if it has a composite reliability value above 0.60 and a Cronbach's alpha value above 0.60. The SmartPLS output shows that all constructs have composite reliability values above 0.60 and Cronbach's alpha values above 0.60. The results of the composite reliability and Cronbach's alpha tests from SmartPLS are presented in Table 5.

Tabel 5: Cronbach's Alpha dan Composite Reliability

Variable	Cronbach's Alpha	Composite Reliability
Brand Image	0,910	0,864
Celebrity Endorser	0,947	0,852
Purchase Intention	0,889	0,886

Source: Primary data, processed 2026

B) Inner Model (R2)

Of the celebrity endorser variable on the brand image of Skintific products in the city of Ternate is 47.5% and the remaining 52.5% is influenced by other variables not examined in this research such as product quality, price and promotion. Meanwhile, the R Square of the purchase intention variable is 0.461, which means that the percentage influence of the celebrity endorser and brand image variables on the purchase intention of Skintific product employees in the city of Ternate is 46.1% and the remaining 53.9% is influenced by other variables not examined in this research such as electronic word of mouth, brand trust and brand awareness. This is as shown in table 4.6 below.

Tabel 6: R Square Value

Variable	R Square
Brand Image	0,475
Purchase Intention	0,461

Source: Primary data, processed 2026

C) Hypothesis Testing

For every partial direct effect path in this investigation, t-statistical values were employed to evaluate the hypothesis. An illustration of the path diagram for hypothesis testing may be found below:

Tabel 7: Path Coefficient

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistic (O/STDEV)	P Values
C.E -> P.I	0,313	0,317	0,118	2,653	0,008
B.I -> P.I	0,424	0,423	0,111	3,812	0,000
C.E -> B.I	0,689	0,692	0,045	15,264	0,000

Source: Primary data, processed 2026

The following explanation explains the impact of the variables' relationships in the above table: The test results yielded a t-statistic of 2.653 with a significance value of 0.008. This is because the significance value is smaller than 0.05 ($0.008 < 0.05$), and the coefficient value is positive at 0.313. Therefore, the hypothesis stating that "celebrity endorsers have a positive effect on purchase intention for Skintific products in Ternate City" is confirmed. Therefore, H_a is accepted and H_0 is rejected. This is evident from the t-statistic of 2.653, or greater than the t-table of 1.65.

The test results yielded a t-statistic of 3.812 with a significance value of 0.000. This is because the significance value is smaller than 0.05 ($0.000 < 0.05$), and the coefficient value is positive at 0.424. This confirms the hypothesis stating that "brand image has a positive effect on purchase intention for Skintific products in Ternate City." Therefore, H_a is accepted and H_0 is rejected, as evidenced by the t-statistic of 3.812, or greater than the t-table of 1.65.

The test results yielded a t-statistic of 15.264 with a significance value of 0.000. This is because the significance value is smaller than 0.05 ($0.000 < 0.05$), and the coefficient value is positive at 0.692. Therefore, the hypothesis stating that "celebrity endorsers have a positive effect on the brand image of Skintific products in Ternate City" is proven. Therefore, H_a is accepted and H_0 is rejected, as evidenced by the t-statistic of 12.564, or greater than the t-table of 1.65.

D) Research Result

This study aims to determine how purchase intention is directly influenced by celebrity endorsers and brand image, and also how brand image mediates the relationship between celebrity endorsers and purchase intention. The following discussion is based on the data study described above:

a. The Influence of Celebrity Endorsers on Purchase Intention

Research has shown that celebrity endorsers have a positive effect on purchase intention for Skintific products in Ternate City. This suggests that a public figure who supports a certain product might in fact affect consumers purchase intention. This is consistent with the study of Agustina et al. (2022), Hamdani et al. 2024; Utami, 2020), that using celebrities as endorsers have a significantly impact on intention to purchase. This means that the better they public figure, the more the consumer will buy.

b. The Influence of Celebrity Endorsers on Brand Image

Previous research conducted by Amarudinaton et al found that celebrity endorsers have a positive role for brand image of Skintific products in Ternate City. It denotes that the proper selection of public figure is able to build a good brand image in consumer minds. This is in line with the study of Muslih et al. 2021), Mardiyono & Soesanto (2023), and Natalina et al. According to Rabi Narayan Saha & (2023) celebrity endorsers help improve brand image. That in turn means, the better the public figure is, the more value addition it adds to your brand image.

c. The Influence of Brand Image on Purchase Intention

This study found that brand image positively effected the purchase intention of Skintific products in Ternate City. This shows that better image is able to motivate consumers buying intentions. This is in line with research by Huantama (2020) and Mookda et al. showed that brand image affects purchase intention (2020). The better the brand image, the stronger the consumers purchase intention.

d. The Influence of Celebrity Endorsers on Purchase Intention Mediated by Brand Image

Based on the results of this research, it is known that brand image can positively influence the relationship between celebrity endorsers and purchase intention. This indicates that the image built by selecting the right celebrity endorser can increase purchase intention. This aligns with research conducted by Dewi & Rahyuda (2019), which showed that celebrity endorsers influence purchase intention mediated by brand image. This means that the better the public figure, the better the brand image displayed, which further drives consumer purchase intention.

IV. CONCLUSION

Celebrity endorser has a positive influence on purchase intention, celebrity endorser has a positive influence on brand image, brand image has a positive influence on purchase intention, brand image is able to positively influence the relationship between celebrity endorser and purchase intention.

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