

Original Article

The Influence of Celebrity Endorsement and Product Quality on Purchasing Decisions with Brand Trust as a Mediating Variable among Users of Glad2Glow Facial Skincare Products

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Abstract: This study aims to examine the influence of celebrity endorsement and product quality on purchasing decisions, with brand trust serving as a mediating variable among users of Glad2Glow facial skincare products. **Methods:** This is an exploratory quantitative study using questionnaires to gather data from Glad2Glow users. The data were analyzed for direct and indirect relationships between the variables by first examining all of them using the SEM-PLS method. Results show no significant effect of celebrity endorsement on purchase decisions or brand trust. To a similar degree, product quality does not directly impact purchasing decisions. However, product quality has a positive and significant effect on brand trust; moreover, brand trust has a significant positive effect on purchasing decisions. **Mediation Analysis for Brand Trust:** The mediation analysis between celebrity endorsement and purchasing decision reveals that brand trust does not mediate the link. On the contrary, brand trust is a complete mediator of the product quality effect on purchasing behaviour. This implies that even if celebrities and endorsement strategy are not the solution for making consumers buy Glad2Glow products, basic trust through product quality is a more attractive buying decision. Thus, it is suggested that the organization should focus on further improving product quality and enhancing brand trust in order to increase consumers' buying decisions.

Keywords: Celebrity Endorsement, Product Quality, Brand Trust, Purchasing Decision, Glad2Glow.

I. INTRODUCTION

The rapid development of science and technology has brought positive impacts to various sectors, including information technology, communication technology, and industry. These developments have led to stiff competition in various industries, such as cosmetics. The Indonesian beauty industry has shown rapid growth recently, backed by strong innovation and increasing consumer demand. The total number of businesses in this field has increased 43% over the last three years, growing from 726 business units in 2020 to 1,040 business units) as of 2023. The government has also led the way in market expansion, promoting halal certification of beauty products for comprehensive coverage by 2026 (Compas. id, 2024).

Based on data from Kompas. In the latest study (2025), conducted by the facial care and cosmetics industry, based on data collected between January and March 2025 (First Quarter Year) on Shopee Indonesia, five brands were categorized as Brands with the largest market share. Skintific, its fourth competitor, came with a market share of 7.6%, as the key game changer for Skintific was its unique skincare package offerings that led the brand to this level. MS Glow was number two with a 6.9% market share, reaching the top of its category, facial care. In third place was Glad2Glow, which differentiates its products in the beauty care package market, reaching a 4.9% market share with successful registration as well? In addition, the number four turned out to be occupied by local brand Wardah with a market share of 4.5% and is already well known for the quality of its products. GlowGlowing rounded out the top five with a 2.3% share, having gained ground over the past several months as a new brand in-market (rapid growth). Together, these data paint a picture of the changing competitive landscape of Indonesia's digital beauty market.

Changing a lifestyle based on the information that is exchanged spreads through SM there are new styles. Educational content for skin care is abundant today, providing an easily accessible perception towards data relating to skin treatment and promoting a growing necessity for alternative and innovative skincare techniques (Fortuneidn. com, 2025). Amongst the facial skincare brands, Glad2Glow is a brand that has become quite popular amongst beauty enthusiasts. The brand has garnered a place in the minds of consumers by delivering effective skincare products. Founded in 2022, Glad2Glow has sold millions of products so far and has been approved by Indonesia's food and drug authority, BPOM.

The imported products are registered with BPOM through PT Suntone Wisdom Indonesia under the Glad2Glow brandcompany Address: Ruko Citra Garden 7 Block A02 Number 17, Kalideres, and Jakarta Barat. The Glad2Glow products are, in fact, produced by Guangzhou DAAI Cosmetics Manufacture Co., Ltd. out of Guangzhou, China. Glad2Glow has an



extensive range of facial skincare and cosmetic products. Its range for facial care is structured with specific needs in mind. Glad2Glow facial care products also include cleansers, toners, serums, moisturizers, sunscreens and clay masks (Kompas. com, 2025). Recently, Glad2Glow has unveiled a few exciting launches under its brand name, such as its newest body-brightener the Creamy Berry Overnight Bright Body Serum. It also released makeup products that turned heads, like Perfect Cover Cushion and Perfect Blur & Cover Loose Powder. Within its facial skincare portfolio, Glad2Glow has not only solidified the moisturizer of its range by launching variants such as the Yuja Symwhite 377 Dark Spot Moisturizer for dark spot treatment but also extended its lip care offering with Mixberry Juicy Lip Serum.

This new product launch deal further establishes Glad2Glow as an exceptionally nimble brand that is acutely attuned to the current needs and wants of consumers, but also strategically ambitious in aspiring to fulfill a 360-degree solution in beauty retailing. Glad2Glow still falls in the range of new brands but successfully got good market attention by targeting celebrities and influencers through aggressive social media marketing. Owing to this fact, celebrity endorsement is one of the most efficient marketing tools, and thus most brands have adopted this trend; so has Glad2Glow. The brand has partnered with a number of celebrities and influencers to serve as endorsers for the product, including actress and singer Syifa Hadju, who was named the first ambassador for Glad2Glow.

Syifa Hadju was born in Jakarta on July 13, 2000 and became one of Glad2Glow's brand ambassadors as of January 16, 2024. On social media, she is on Instagram (@syifahadju), TikTok (@Syifahadjuuuuuu), and YouTube (Syifa Hadju Official). Besides becoming a part of marketing strategy, Syifa Hadju, who is not only a celebrity or brand ambassador but also a fan and role model for Generation Z, should attract younger consumers and newcomers to this skincare without ruining their skin easily and happily. In addition, Syifa Hadju is known as one of the loyal users or ambassadors of Glad2Glow products. Cassandra often posts her skincare routine on Instagram and recommends Glad2Glow products to her followers. This contributes to establishing consumer confidence and bolstering the product's trustworthiness, especially for adolescent and first-time skincare users.

Celebrity endorsement is just one of the factors that influence purchasing decisions, along with product test quality and the number of the target audience reached from impressions for the products they sell to customers (Nababan et al., 2025). Consumers are more educated and demanding, so there are processes that ensure promise fulfillment; we have safe qualifying based on some parameters. Although Glad2Glow products are generally recognized for their excellent quality and the use of high-quality ingredients that have been proven effective in skincare, several negative responses have emerged regarding one of its products, particularly its sunscreen. Among the reviews, user @Pratama Almira stated, "This sunscreen was not suitable for me. After using it for one week, bumps appeared on my skin and were difficult to remove. The worst part was that it made my face uneven in tone. Even though it claims SPF 50 PA, my face became much darker. However, I liked its texture because it felt light like a moisturizer and absorbed quite easily." Another user, @salsanaz, commented, "Eventually, I stopped using it. At first, I thought it was only me, but it turned out that several of my friends experienced the same thing. It made our faces darker and uneven in tone. Maybe the SPF claim was not actually true." Likewise, @Riskanabila16 wrote, "I was really disappointed by the advertisement. It is indeed very lightweight despite claiming a high SPF, but it made my face darker and did not provide protection at all. This is already the second bottle I bought, but I no longer use it because I feel disappointed. Although it is affordable, it is not suitable as a sunscreen." (FemaleDaily.com, 2025).

The justification for retaining product quality as a research variable despite the existence of negative reviews is that this study aims to empirically examine the discrepancy (gap) between existing phenomena, theoretical perspectives, and previous research findings. The phenomenon presented indicates that Glad2Glow products are generally recognized for their excellent quality and the use of high-quality ingredients that have proven effective. However, on the other hand, the brand has received specific negative responses concerning one of its products. This gap between a generally good impression about the product and specific bad experiences from consumer reviews is not in accordance with reality enough to warrant scientific investigation. This research attempts to find out the relationship between consumers' overall perceptions of product quality as measured by such indicators as product features, durability, and performance at purchase rather than depending on a few negative experiences, which only tell one person's experience.

As with products although it is apparent from the negative comments about one of Glad2Glow's products here that a product which may be right for you may not necessarily be right for somebody else, each person's individual experience should certainly be acknowledged. Hence, consumers should be advised to conduct a patch test prior to using any new product in its entirety, assess product claims based on their skin requirements, and consult experts about skincare problems or doubts while choosing the skincare commodities. However, a consumer's trust in the brand of a product increases with its quality. Brand trust is the assurance a consumer has in the brand's capabilities that they have experienced, interacted with, and can count on it to deliver the value it vows. Thus, companies hoping to influence the purchase decisions of consumers must foster and sustain trust in their brands (Geret et al., 2025). The buying decision represents the process through which consumers identify a problem, search for information about a specific brand or product, assess how effectively each alternative can address their dilemma, and

finally make the purchase decision. One of the crucial factors that often contributes to defining sale consummation and business productivity (Septiani & Prambudi, 2021).

Some earlier research has shown mixed results on the effect of celebrity endorsement on purchase decisions. The results of Mahfudz's research (2021) and Subkhan and Firdaus (2025) found that celebrity endorsement has a positive and significant influence on purchase decisions. Despite this, celebrity endorsement has no bearing on the purchasing decision (Fernanda 2021). In line with that, Melita and Astuti (2024) also found that endorsing a product to the public by using a celebrity does not have a positive impact on buying decisions. Silalahi dan Marpaung (2023), with the title "The Influence of Product Quality, Price and Service on Repurchase Intention," found that product quality has a positive and significant effect on purchasing decisions. This finding is in line with the studies conducted by Elliza et al. (2025), Viora et al. (2024), and Sari et al. (2023), which also found that product quality is the most influential factor determining consumers' purchasing decisions. In contrast, Firmadona et al. The purchase decision is not significantly affected by product quality (2025).

Many of the earlier studies have studied celebrity endorsement and product quality independently. Few studies, however, have examined brand trust as a mediator when both variables are looked at together. However, according to Girsang and Husda (2024), Susanti et al. (2024), Prastyorini et al. (2022), and Roza et al. Brand trust positively influences consumers' purchasing decisions (2022). Background: In the phenomenon surrounding Glad2Glow facial skincare products, despite high product popularity and good ratings, negative reviews can influence buying decisions of prospective consumers. Hence, the researcher wants to know if brand trust can become a mediator between celebrity endorsement and product quality on the purchasing decisions of relatively young consumers who succeed in local competitor products like Glad2Glow. In addition, even though some studies have proved the impact by using the same variables but with different objects of research and geographic locations, one study exhibits a positive relationship, while there are also others that found a negative or insignificant relationship.

II. LITERATURE REVIEW

A) *Theories about consumer behaviour*

Consumer Behavior is defined by Philip Kotler and Kevin Lane Keller (2016) as the study of individuals, groups, or organizations and the processes they use to select, secure, use and dispose of products, services, experiences or ideas to satisfy needs and wants. For marketers to understand the theoretical and practical facets of their consumers, focus on theory when it comes to understanding what motivates them. You: Consumers&8217; actual purchases of products or services. Consumer behaviour also referred to as the consumer buying process or buyer behaviour, is a design that combines identification and many types of activities when consumers search for information, purchase products, use particular products and services, along with the experiences they create based on their assessment (Vicario et al., 2025).

B) *Purchasing Decision*

According to Putra et al. (2024), a purchasing decision is an act that consists of experiencing consumers cognize their personal issue, performs some information searching and assessing the substitute offered to ascertain what resolve them best This process of looking for alternative options, information seeking and finally the point where consumers decide to buy a certain product is affected by various contributors (Arlianti et al., 2025). Consumers think about whether the products they desire to buy meet expectations before purchase. Thus, in order to produce purchases according to the needs and desires of consumers, companies must be able to provide products (Afif & Aswati, 2022).

C) *Brand Trust*

Because it shows how dependable a brand can be seen through the consumer, this stems from consumers believing that a product will deliver on its advertised value (ie brand reliability). Furthermore, brand trust is also lent support by the good intentions of brands (brand intention), which are grounded in consumers' everyday beliefs that these consumers think that a brand cares about them first (Paramitra & Saleh, 2022). The definition of consumer brand trust is an anticipation by consumers that the brand will deliver benefits, thus leading to a willingness to depend on the brand despite any potential risks. It is a process of being aware of and evaluating brands, taking into account the extent to which other alternative brands fulfill consumer needs and then deciding to buy a particular brand (Simangunsong and Sitanggang, 2023).

D) *Product Quality*

Product quality is a measure of the ability of a product to perform its functions (such as durability, reliability and precision). Quality of the product refers to performance and aesthetic elements but also represents how much the new offering meets consumers' needs strategically (Worotitjan et al., 2025). The quality of products is an important factor that needs constant attention from companies to remain competitive and continue to be the consumers' choice. According to Estiningrum et al., 2025, high product quality can distinguish a product or brand from its competitors and make it easier for consumers to get acquainted with the brand. High-quality products offer more satisfying user experiences, which is why consumers prefer them. Consumers are encouraged to repurchase a product when the product responds to their needs and expectations (Rahmawati et al., 2025).

E) Celebrity Endorsement

Celebrity endorsement is when businesses hire famous people to advertise their products or services. To achieve this, companies must be more selective in choosing both advertising media and celebrities who will endorse their products for consumers to purchase (Kurniawan & Sari, 2024). A high-profile celebrity with a massive fan base can cast a strong influence on the minds of consumers in favour of or against the brand with effective targeting because consumers often reason that if this high-profile endorser is pitching for it, he/she must be doing something right. Celebrity endorsers contribute greatly to purchasing decisions if they have a positive long-lasting image in the context of the target market, are able to communicate effectively and have the requisite attractiveness which could persuade consumers (Pangemanan et al., 2022).

III. RESULTS AND DISCUSSION

A) Convergent Validity

Convergent validity was assessed by examining the loading factor of each indicator within its respective construct, according to Hair et al. As described by Hair Jr. et al. (2019), the general rule of thumb for achieving convergent validity is a factor loading greater than 0.70. Based on the initial testing results, most indicators in this study of Glad2Glow facial skincare product users met the convergent validity criterion. However, one indicator, namely X2.3, had an outer loading value below 0.70. In accordance with the PLS-SEM analysis procedure, this indicator was re-estimated by considering its removal to improve the measurement model.

Table 1: Convergent Validity

	Celebrity Endorsement (X1)	Brand Trust (Z1)	Purchasing Decision (Y1)	Product Quality (X2)
X1.1	0.934	-	-	-
X1.2	0.887	-	-	-
X1.3	0.913	-	-	-
X1.4	0.888	-	-	-
X1.5	0.893	-	-	-
X2.1	-	-	-	0.912
X2.2	-	-	-	0.902
X2.4	-	-	-	0.924
X2.5	-	-	-	0.923
Y1.1	-	-	0.865	-
Y1.2	-	-	0.749	-
Y1.3	-	-	0.751	-
Y1.4	-	-	0.807	-
Y1.5	-	-	0.836	-
Z1.1	-	0.873	-	-
Z1.2	-	0.831	-	-
Z1.3	-	0.874	-	-
Z1.4	-	0.836	-	-
Z1.5	-	0.822	-	-

From the re-estimation results of the outer model, it can be seen that all constructs for celebrity endorsement, product quality, brand trust and purchasing decision met convergent validity because all indicators have a loading factor value of 0.70. Therefore, all constructs were considered acceptable and valid.

B) Discriminant Validity

Discriminant validity was evaluated using cross-loading values, where an indicator is considered valid if its cross-loading value is higher on its own construct than on other constructs. The results show that each indicator has a greater cross-loading value on its own construct compared to the other constructs, and therefore, fulfils the requirement of discriminant validity.

Table 2: Discriminant Validity

	Celebrity Endorsement (X1)	Brand Trust (Z1)	Purchasing Decision (Y1)	Product Quality (X2)
X1.1	0.934	0.644	0.655	0.639
X1.2	0.887	0.581	0.564	0.642
X1.3	0.913	0.612	0.586	0.642
X1.4	0.888	0.557	0.578	0.621
X1.5	0.893	0.523	0.573	0.561
X2.1	0.628	0.761	0.669	0.912
X2.2	0.621	0.718	0.681	0.902

X2.4	0.620	0.793	0.748	0.924
X2.5	0.650	0.752	0.710	0.923
Y1.1	0.504	0.824	0.865	0.657
Y1.2	0.454	0.677	0.749	0.616
Y1.3	0.537	0.640	0.751	0.439
Y1.4	0.525	0.678	0.807	0.660
Y1.5	0.617	0.722	0.836	0.696
Z1.1	0.615	0.873	0.764	0.798
Z1.2	0.489	0.831	0.804	0.589
Z1.3	0.596	0.874	0.765	0.725
Z1.4	0.497	0.836	0.739	0.691
Z1.5	0.542	0.822	0.683	0.695

C) Reliability Test

The analysis results indicate that each construct in the research model, namely celebrity endorsement (X1), product quality (X2), brand trust (Z), and purchasing decision (Y), demonstrates satisfactory reliability and validity. Composite reliability (Cronbach's Alpha, rho_a, and rho_c) and Average Variance Extracted (AVE). According to Hair et al. Following the study from (2019), a reliable component exists when Cronbach's Alpha and Composite Reliability score are above 0.70, while for good convergent validity, the AVE value should be greater than 0.50.

Table 3: Construct Reliability and Validity Test

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Celebrity Endorsement (X1)	0.943	0.947	0.957	0.816
Brand Trust (Z1)	0.902	0.904	0.927	0.719
Purchasing Decision (Y1)	0.861	0.868	0.900	0.645
Product Quality (X2)	0.935	0.936	0.954	0.837

D) Coefficient of Determination (R^2)

The coefficient of determination (R^2) was used to determine the extent to which the exogenous variables explain the variance of the endogenous variables. According to Savitri et al., a value of $R^2 = 0.75$ represents a large relationship, 0.50 a medium relationship, and an R^2 of 0.25 a weak relationship among variables (Kasper et al., 2022).

Table 4: R-Square Value

	R-square	R-square adjusted
Brand Trust (Z)	0.696	0.691
Purchasing Decision (Y)	0.798	0.792

The research model has sufficient explanatory power over the endogenous variables according to R-Square and Adjusted R-Square values; Pearson correlations between the dependent variable (Y = purchasing decision) were all good, and Y had an R-Square of 0.798 and an Adjusted R-Square of 0.792, indicating a strong relationship with Pearson correlations. On the other hand, the brand trust variable [Z] appears to have a moderate relationship, which is shown by an R-Square value of 0.696 and an Adjusted R-Square value of 0.691. As the value of 0.696 is above moderate (0.50) but also below high (over 0.75), it means that independent variables have a significant effect on brand trust.

E) Predictive Relevance (Q^2)

Q^2 value focuses on the predictive relevance of the model, which refers to the accuracy of predicting endogenous variables within your model. According to Joseph et al. (2023), Q^2 values between 0.15 and 0.35 indicate moderate predictive relevance, above 0.35 strong predictive relevance, and below 0.15 represent weak predictive relevance.

Table 5: Q-Square Value

	Q^2 predict	RMSE	MAE
Z	0,679	0,607	0,404
Y	0,596	0,665	0,503

F) Path Coefficient

Based on this guideline, if the p-value is less than 0.05 and the t-statistic is greater than 1.96, then a relationship between variables is acceptable, as shown in. If both conditions are fulfilled, then we can conclude that the independent variable has a significant positive effect on the dependent variable. Alternatively, when the t-statistic is 0.05, the relationship is insignificant.

Table 6: Path Coefficient

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Celebrity Endorsement (X1) -> Purchasing Decision (Y1)	0.129	0.137	0.084	1.526	0.127
Product Quality (X2) -> Purchasing Decision (Y1)	0.049	0.046	0.095	0.513	0.608
Celebrity Endorsement (X1) -> Brand Trust (Z1)	0.149	0.172	0.091	1.636	0.102
Product Quality (X2) -> Brand Trust (Z1)	0.724	0.700	0.091	7.929	0.000
Brand Trust (Z1) -> Purchasing Decision (Y1)	0.762	0.757	0.094	8.131	0.000

The results indicate that celebrity endorsement has no significant effect on either purchasing decisions or brand trust. In addition, product quality does not directly influence purchasing decisions but has a positive and significant effect on brand trust. Furthermore, brand trust has a positive and significant effect on purchasing decisions, indicating that consumers' purchasing decisions are influenced more by their trust in the brand than by celebrity endorsement or product quality directly.

G) Mediation Test

In SmartPLS, mediation analysis begins by examining the specific indirect effect to determine the significance of indirect relationships through the mediating variable.

Table 7: Specific Indirect Effect

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Celebrity Endorsement (X1) -> Brand Trust (Z1) -> Purchasing Decision (Y1)	0.114	0.126	0.063	1.799	0.072
Product Quality (X2) -> Brand Trust (Z1) -> Purchasing Decision (Y1)	0.552	0.533	0.112	4.944	0.000

Specific Indirect Effect (H6; $b = -0.48$; S.E. On the other hand, brand trust acts positively as a mediator between product quality and purchasing decisions; In that the better the product quality, the greater consumer confidence in the brand and thus purchase decisions.

Moreover, the Variance Accounted for (VAF) method was utilized for mediation analysis in addition to the above-reported indirect effect. VAF denotes the ratio of indirect to total effect channelled via the mediating variable. The basic expression of VAF in math is: $VAF = (\text{Indirect Effect} / \text{Total Effect}) \times 100\%$, where the total effect consists of the direct effect and the indirect effect.

Table 8: Variance Accounted For (VAF)

	Direct Effect	Indirect Effect	Total	VAF Value	Information
Celebrity Endorsement (X1) -> Brand Trust (Z1) -> Purchasing Decision (Y1)	0.129	0.114	0.243	46.9	Partial Mediation
Product Quality (X2) -> Brand Trust (Z1) -> Purchasing Decision (Y1)	0.049	0.552	0.601	91.8	Full Mediation

From these analysis results, the VAF value of celebrity endorsement toward purchasing decision mediated by brand trust is 46.9%, which means partial mediation occurred. On the other hand, product quality on purchasing decisions through brand trust test findings concluded a full mediation with indirect effect ($p\text{-value} = 0.000$, 1.96), direct effect not significant and in between both clearly describe $\sigma ab = so$ b_2 s mediated so that it grows stronger or indicates an increase of mediating variables at once. These findings suggest that product quality does not condition the chances for consumers purchasing in particular. Instead, it must first establish brand trust before leading consumers to make purchasing decisions.

H) Discussion

a. The Effect of Celebrity Endorsement on the Purchasing Decision of Glad2Glow Facial Skincare Products

The results of this study indicate that celebrity endorsement (X1) has no significant effect on purchasing decisions (Y) for Glad2Glow facial skincare products. These findings conceptually demonstrate that the popularity, attractiveness, and positive image of celebrities used in Glad2Glow's marketing strategy do not directly correlate to their reinforcement of consumers' motivation to purchase. Among the well-known stars who promote, even Syifa Hadju can be an effective stimulator for the delivery of information and generating consumer intention first because consumers would never know how phenomenal she is in promoting in a quite competitive market, but just not on it resulted in persuading consumers to make purchases immediately. Consumers need a few extra amenities, as they would say, to go ahead and buy Glad2Glow products; specifically, proof of product quality or evidence of brand safety and reliability. These results have a similarity to research conducted by Fernanda (2021) and also Melita and Astuti (2024), which concluded that celebrity endorsements do not have significantly direct enough effects on purchasing decisions of our consumers.

b. Product Effect On Buying Decision Of Facial Skincare Wellness With Gilicious By Aseej Doubar

Hypothesis testing on the structural model shows that product quality has no significant effect on cosmetic purchasing decisions of Glad2Glow facial skincare products. In itself, these results mean that the perceptions of quality for consumers do not necessarily become the dominant factor influencing their decision to purchase. This is partly due to the makeup consumer of today being a young individual who responds positively to new digital trends, Instagrammable visual aesthetics and viral social media activity. We buy the product to fulfil a need, but we are often swayed by hype around popular products or influencers and other public figures who advocate the product with little thought into how important functional quality aspects are during purchase. However, this finding is contrary to the findings of previous studies by Redransyah and Sulhan (2025) and Jumiati et al. (2025), which found that product quality has a positive and significant effect on Purchase Decisions.

c. The Impact of Celebrity Endorsement on Brand Trust of Glad2Glow Facial Skincare Products

Based on the results of the data processing structural hypothesis testing analysis using SmartPLS, it states that celebrity endorsement (X1) has no positive and significant effect on brand trust (Z) towards Glad2Glow facial skincare products. These results suggest that the use of public figures or celebrity endorsement strategies by Glad2Glow has not been autonomously able to build up or reinforce consumers' faith and trust in the credibility of the brand. The practical and theoretical implications of this research provide new evidence although the presence, attractiveness and/or image of a brand cannot automatically be assumed to lead consumers to trust the company or the intrinsic value of its product brand. In addition, these results also support the earlier research by Wijaya and Wardana (2021) and Putri et al. (2023), which also found that celebrity endorsement does not play a significant role in consumer buying. This means public figures' attractiveness is mostly a reason for consumers' brand awareness but not much for levels of trust in a higher context.

d. Impact of Product Quality on Brand Trust of Glad2Glow Facial Skincare Products

The results of the structural model analysis show a positive and significant direct effect of product quality on brand trust in Glad2Glow facial skincare products. The results present a strong argument that the physical quality of the product, the consistency of formulation, and tangible functional benefits experienced by consumers represent fundamental drivers in building strong trust toward the Glad2Glow brand. In other words, consumers usually build trust in a brand when they repeatedly experience satisfactory product performance and see that the product has delivered the expected utility as promised by the manufacturer. This research strengthens the previous study of Permana and Suprpti (2021), who stated that product quality is the dominant factor that affects brand trust; consumers will tend to trust products that have consistently been able to show performance excellence. A lot of studies have been performed, including a study conducted by Rahmawati et al. These findings are confirmed by Haryono et al. (2023) and Sari and Wardana (2024) in the cosmetics and skincare sector, who also concluded that consumers gradually turn good brand performance into a positive corporate image and sustainable trust in the integrity of brands.

e. The Impact of Brand Trust on Buying Decision

Brand trust was revealed to have a positive and significant direct effect on purchasing decisions of Glad2Glow facial skincare products based on the hypothesis testing of the structural model. The result of this research reinforces and is relevant to the results of a previous study by Kusuma and Rahardjo (2020) that discussed brand trust as one of the most influential aspects for consumers in choosing a product because it can give consumers peace of mind and reduce perceived risk when buying. Furthermore, some empirical studies conducted by Handoko et al. (2022) and Wulandari dan Setiawan (2023) were also conducted on beauty products and skincare, which show that a high level of trust in the brand is the most appropriate way to reduce doubts so as to be faster in making purchasing decisions. As much as consumers are confident in the credibility and quality of Glad2Glow, it will make them at ease about their concerns, doubts and perceived risks to use this brand. This

in turn increases consumers' confidence in their purchase decision, with the mindset that the brand is capable of always delivering quality products that meet expectations.

f. The Influence of Celebrity Endorsement Towards Purchase Decisions With Brand Trusting As Mediation Variables In Glad2Glow Facial Skincare Product

The structural mediation analysis conducted using SmartPLS indicated brand trust was not able to mediate the impact of celebrity endorsement on purchasing decisions of Glad2Glow facial skincare product users. From both the context and theory's point of view, these results imply that the marketing strategy of Glad2Glow, which mainly uses opinion leaders, influencers and popular brand ambassadors such as Syifa Hadju, is very effective in garnering public attention, reaching large audiences to increase brand awareness and make the brand more universally accepted from an early stage in the digital cosmetics market. However, the visual appeal and popularity of these celebrities are independent factors that do not possess sufficient influence to be transformed into consumers' emotional confidence or deep trust in the brand. The empirical findings of this study support and add further confirmation to the research results of Fernanda (2021) that celebrity endorsement has no direct effect nor mediating effect on consumers' purchasing decisions. Additionally, these results are a consequence of the results found by Melita and Astuti (2024), which also proved that celebrity endorsement has no significant positive influence on consumers' purchasing decisions nor is effective in establishing a significant mediation role of Brand Trust in their study about Achieving brand loyalty through celebrity endorser attributes: an empirical evidence from beauty product industry.

g. The Effect of Product Quality on Purchasing Decisions Through Brand Trust as a Mediating Variable

The results of the structural mediation analysis using the PLS model revealed that brand trust fully mediates the effect of product quality on purchasing decisions of Glad2Glow facial skincare products, with a p-value <0.05 and positive path coefficient (Table 6). This is because, where the actual proposition consistently delivers on its promises and meets consumers' expectations over time, the Glad2Glow brand reputation improves as a result. A strong trust is formed through consistently delivering high-quality products, which then becomes the biggest driving factor of enhancing consumer confidence and decreasing uncertainty, ultimately leading them to purchase decisions. Thus, product quality alone is shown not to be enough to translate into a purchase by consumers directly; therefore, it must first create consumer trust in the brand before translating into actual buying behaviour. These results are congruent with the research of Silalahi & Marpaung (2023), which stated that the quality value assessment of a product is an essential aspect that must create consumer confidence in the brand to generate a solid purchase intention also, the empirical study done by Elliza et al. Similar results were indicated in a third study (2025) about beauty and skincare products, illustrating how having higher-quality product performance provides the best basis for creating feelings of assurance and confidence such that consumers have less doubt, leading to more positive purchase outcomes.

IV. CONCLUSION

This study researched the impact of celebrity endorsement and product quality on purchase decisions with brand trust as a variable intervening for users of Glad2Glow facial skin care products on purchases. Based on these results, the following conclusions were obtained:

1. There is no considerable effect of celebrity endorsement on the buying factor behaviour of Glad2Glow facial skincare products.
2. Product quality had no significant direct effects on purchase decisions for Glad2Glow facial skincare products.
3. Major findings: celebrity endorsement, personality media citation, cream type focus. The role of celebrity endorsement in Glad2Glow facial skincare products brand beliefs. A brand is a cognitive or mental give-away that indicates the identity of a product Davidson, 2011.
4. Product quality has a positive and significant effect on brand trust, meaning the higher the product quality that consumers feel from Glad2Glow products, the more likely they are to trust this brand.
5. Brand trust has a positive and significant effect on purchasing decisions, indicating that the marketers of the Glad2Glow brand face the buying decision by consumers who are convinced to buy.
6. The relationship between celebrity endorsement and purchasing decisions is not mediated by brand trust.
7. It is concluded that brand trust entirely mediates the relation between product quality and purchasing decision, meaning that product quality impacts purchasing decisions by bringing consumers to believe in the Glad2Glow Brand.

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