

# The Power of Fame: How Celebrity Endorsement Influences Purchase Intention Through Brand Image in MS Glow Skincare A Parasocial Interaction Perspective

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## Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh social media marketing terhadap purchase intention yang dimediasi oleh brand image pada produk Scora Skincare Moisturizer di Kabupaten Sleman. Penelitian ini menggunakan pendekatan kuantitatif dengan teknik analisis Structural Equation Modeling - Partial Least Square (SEM-PLS) berbasis SmartPLS 4. Data dikumpulkan melalui kuesioner yang dibagikan kepada 180 responden yang merupakan pengguna produk moisturizer Scora di Kabupaten Sleman. Hasil analisis menunjukkan bahwa social media marketing memiliki pengaruh positif dan signifikan terhadap brand image dan purchase intention. Selain itu, brand image juga berpengaruh positif dan signifikan terhadap purchase intention. Temuan lain menunjukkan bahwa brand image memediasi secara signifikan hubungan antara social media marketing dan purchase intention. Temuan ini mendukung kerangka *Theory of Planned Behavior* (TPB), yang menyatakan bahwa perilaku konsumen dipengaruhi oleh niat yang terbentuk dari sikap, norma subjektif, dan persepsi kontrol perilaku. Implikasi dari penelitian ini memberikan wawasan bagi pemilik merek lokal seperti Scora untuk memaksimalkan strategi pemasaran melalui media sosial dan membangun citra merek yang kuat guna meningkatkan minat beli konsumen.

**Kata Kunci:** Social Media Marketing; Brand Image; Purchase Intention; *Theory of Planned Behavior*; Skincare Lokal

## Abstract

*This study aims to analyze the influence of social media marketing on purchase intention mediated by brand image, focusing on Scora Skincare Moisturizer products in Sleman Regency. A quantitative approach was applied using Structural Equation Modeling - Partial Least Square (SEM-PLS) with SmartPLS 4. Data were collected via questionnaires distributed to 180 respondents, who were users of Scora moisturizer products in Sleman. The results reveal that social media marketing has a positive and significant effect on both brand image and purchase intention. Moreover, brand image positively and significantly affects purchase intention. The study also confirms that brand image significantly mediates the relationship between social media marketing and purchase intention. These findings align with the Theory of Planned Behavior (TPB), which explains that behavioral intentions are shaped by attitudes, subjective norms, and perceived behavioral control. The implications suggest that local brands like Scora should optimize their social media strategies and strengthen brand image to enhance consumer buying intentions.*

**Keywords:** Social Media Marketing; Brand Image; Purchase Intention; *Theory of Planned Behavior*; Local Skincare

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## **Introduction**

In today's business world, companies face numerous challenges one of which is the increasing demand for attractive appearance, in addition to individual skills and competencies (Castelo et al., 2020). This phenomenon has driven a rise in the use of personal care products, particularly skincare, among both women and men (Syauki et al., 2020; Setiawan et al., 2020). The skincare industry in Indonesia has experienced significant growth. The Central Bureau of Statistics (BPS) recorded a growth rate of 9.61% in this sector in 2021. Furthermore, data from the National Agency of Drug and Food Control (BPOM) indicated a 20.6% increase in the number of skincare companies from 819 in 2021 to 913 in 2022 (cnbcindonesia.com). These figures suggest that the industry is becoming increasingly competitive and dynamic.

Competition in the skincare industry is reflected in e-commerce data released by *compas.co.id*, where MS Glow previously dominated the market with total sales reaching IDR 38.5 billion in 2021 on Shopee and Tokopedia, positioning it as the number one brand in the category (Prasetya et al., 2019; Saktiendi et al., 2022). However, during the period of April to June 2022, MS Glow dropped to third place with sales of IDR 29.4 billion, while Somethinc took the top position with IDR 53.2 billion in sales (Khairunnisa, 2022). This shift indicates a change in consumer preferences, influenced not only by product quality but also by external factors such as market competition, the emergence of new brands, and marketing strategies (Barokah et al., 2021; Rizaty, 2021; Saktiendi et al., 2022). Alongside technological advancements, marketing strategies have undergone a significant transformation toward digital marketing, particularly through social media and influencers (Zhou et al., 2021; Wibisono, 2020). These strategies are considered effective in shaping purchase intention and building brand image among consumers (Wibowo et al., 2023; Rifai et al., 2022). In this context, celebrity endorsers have become a critical element in shaping consumer perceptions and preferences toward a brand (Subastian et al., 2021; Abdul et al., 2022).

A celebrity endorser is a public figure who leverages their popularity to promote products and build psychological connections with audiences. In digital contexts, this phenomenon can be explained through Parasocial Interaction Theory (Maharani, 2023; Nuralin et al., 2021). Consumers often feel emotionally connected to admired figures, which contributes to increased trust in the brands they endorse (Lu et al., 2023; Lin et al., 2021). However, existing literature presents mixed findings. Several studies indicate that celebrity endorsers significantly impact purchase intention and brand image (Frimpong et al., 2019; Al Mamun et al., 2023; Fink et al., 2020), while other research reveals contrasting results (Singh et al., 2021; Shi et al., 2021; Bacay et al., 2022). Therefore, the research question arises: Does brand image mediate the influence of celebrity endorser on purchase intention? The objective of this study is to re-examine the relationship between celebrity endorser, brand image, and purchase intention in the context of MS Glow products.

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## **Theory Development and Hypotheses**

### **Parasocial Interaction Theory**

This theory explains the one-sided psychological relationship between individuals and celebrities or media figures. Consumers feel emotionally connected to the celebrities they follow, which fosters trust in the products these celebrities promote (Maharani, 2023; Lu et al., 2023). In a marketing context, the stronger this parasocial relationship, the greater the influence celebrities have on consumers' perceptions and purchasing decisions. A celebrity endorser is defined as a public figure who promotes a product through the influence of their popularity. According to Frimpong et al. (2019), there are four main indicators: credibility, attractiveness, power, and authority. A credible celebrity endorsement can enhance consumers' purchase intentions toward a brand (Gilal et al., 2020).

#### **Hypothesis 1 (H1):**

Celebrity endorsers have a positive and significant effect on purchase intention. This is supported by research from Frimpong et al. (2019) and Al Mamun et al. (2023), which states that celebrities can influence purchasing decisions due to their attractiveness and credibility. However, not all studies yield consistent results. Singh et al. (2021) found that celebrity endorsement does not always significantly impact purchase intention without additional factors such as brand perception or product experience. Brand image refers to consumers' perceptions of a brand based on their experiences and emotional associations (Siagian et al., 2021; Dimiyati et al., 2022). In the skincare context, a positive brand image can foster consumer loyalty and trust.

#### **Hypothesis 2 (H2):**

Celebrity endorsers have a positive and significant effect on brand image. Fink et al. (2020) argue that the presence of celebrities in promotions can shape a more favorable brand perception. However, Bacay et al. (2022) found that not all celebrity endorsers enhance brand image especially when they are misaligned with brand values or irrelevant to the target audience. Purchase intention refers to the consumer's tendency to buy a product based on their interest, attitude, and external influences such as price, quality, and advertising (Ramadhani et al., 2022). A strong brand image increases the likelihood that consumers will choose a particular brand (Kinder et al., 2020).

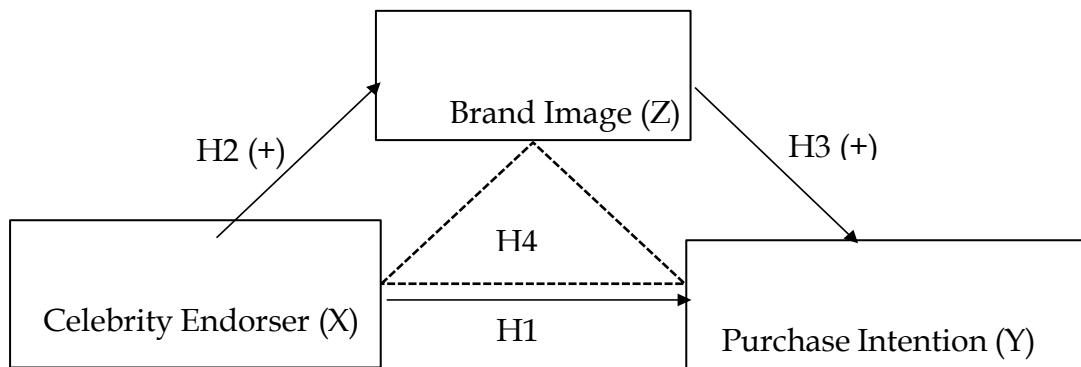
#### **Hypothesis 3 (H3):**

Brand image has a positive and significant effect on purchase intention. Studies by Widiatmoko et al. (2023) and Fika et al. (2020) show that a strong brand image enhances consumer trust, which ultimately strengthens their intention to purchase. Brand image can serve as a mediating variable in the relationship between celebrity endorsers and purchase intention. Effective celebrity endorsement can enhance brand perception, which in turn motivates consumers to make a purchase (Fink et al., 2020).

### Hypothesis 4 (H4):

Celebrity endorsers have a positive and significant effect on purchase intention as mediated by brand image. This mediation model is reinforced by Fink et al. (2020), who assert that brand image is a key mediator in building purchase intention through celebrity endorsement. However, Shi et al. (2021) caution that without high celebrity credibility, this effect may be insignificant.

Figure 1. Adaptation framework



Source: adaptation (Shi et al., 2021)

### Method

This study employs a quantitative research method with a causal-comparative design, aiming to ensure objectivity. The research approach involves collecting data to test hypotheses and evaluate actions using statistical criteria (Hair et al., 2020). The study was conducted through a survey or data collection from a single population using a quantitative and associative approach (Dhewy, 2022). The associative approach seeks to examine how specific variables correlate with one another. The collected data is then transformed into quantitative measures.

Data collection techniques refer to the methods used by researchers to obtain the necessary data (Creswell et al., 2022). In this study, the data collection method employed is a questionnaire. A questionnaire is a tool for gathering information from respondents using a set of written questions that cover all relevant aspects of the research topic (Amalia et al., 2022). The questionnaires were distributed online via Google Forms to active undergraduate students from the Faculty of Economics and Business (FEB), Universitas Alma Ata Yogyakarta, from the 2019–2023 cohorts. The questionnaire link was then disseminated to respondents through social media platforms.

## Data analysis

### Validity and Reliability Test

The validity test results show that all items in the celebrity endorser, purchase intention, and brand image variables have a calculated  $r$  value  $> r$  table (0.159) and a significance value  $< 0.05$ . Therefore, all items are declared valid. The reliability test using Cronbach's Alpha shows a value  $> 0.60$  for all three variables, thus it can be concluded that the research instrument is reliable.

### Normality Test

The classical assumption test used in this study is the normality test. This test uses Kolmogorov-Smirnov regression residuals, with the following results:

Table 1. Normality Test for Equation I

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		150
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	1.70136749
Most Extreme Differences	Absolute	.118
	Positive	.108
	Negative	-.118
Test Statistic		.118
Asymp. Sig. (2-tailed)		.000 <sup>c</sup>
Monte Carlo Sig. (2-tailed)	Sig.	.020 <sup>d</sup>
99% Confidence Interval	Lower Bound	.000
	Upper Bound	.056

a. Test distribution is Normal.

Source: Processed data, 2025

Table 1 shows that the normality test has a significant value greater than 0.05, namely 0.056 for the Celebrity Endorser and Brand Image variables. Therefore, it can be concluded that the normality test for equation 1 meets the normal distribution criteria based on the Kolmogorov-Smirnov test.

### Multicollinearity Test

The multicollinearity test is a useful tool for determining the presence or absence of intercorrelation between independent variables in a regression model, as shown below:

Table 2. Multicollinearity Test of Equation I  
 Coefficients<sup>a</sup>

Model		Collinearity Statistics	
		Tolerance	VIF
1	Celebrity Endorser	1.000	1.000

a. Dependent Variable: Brand Image

Source: Processed data, 2025

Based on Table 3, it can be seen that the VIF value is  $<5$ , i.e., 1.000, and the tolerance value is  $>0.1$ , i.e., 1.000. It can be concluded that this regression model does not experience multicollinearity.

Table 3. Multicollinearity Test for Equation II

Model		Coefficients <sup>a</sup>	
		Collinearity Statistics	
		Tolerance	VIF
1	Celebrity Endorser	.939	1.065
	Brand Image	.939	1.065

a. Dependent Variable: Purchase Intention

Source: Processed data, 2025

Based on Table 4, the VIF value is  $<5$ , i.e., 1.065, and the tolerance value is  $>0.1$ , i.e., 0.939. It can be concluded that this regression model does not exhibit multicollinearity.

### Heteroscedasticity Test

The heteroscedasticity test aims to determine whether the regression model exhibits heteroscedasticity, as shown in the figure below:

Equations I and II: The residual distribution pattern is random and does not form a specific pattern; heteroscedasticity does not occur.

Figure 2. Heteroscedasticity Test for Equation 1

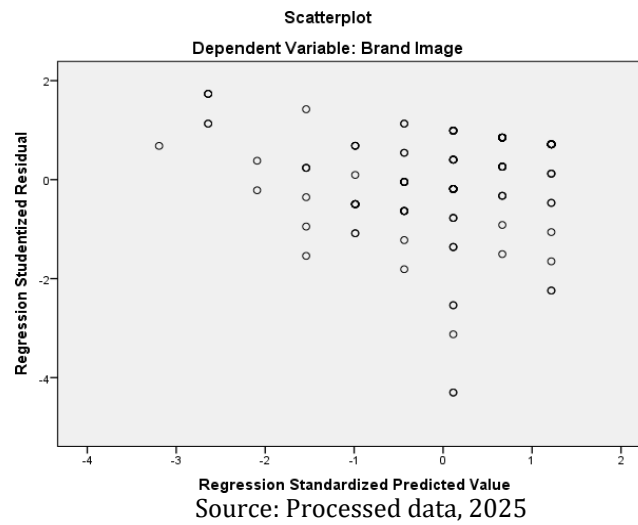


Figure 2. shows that the points are randomly distributed. This can be seen in the plot, which radiates above and below the number 0 and does not form a clear pattern. From this information, it can be concluded that there is no heteroscedasticity in equation I.

Figure 3. Heteroscedasticity Test for Equation II

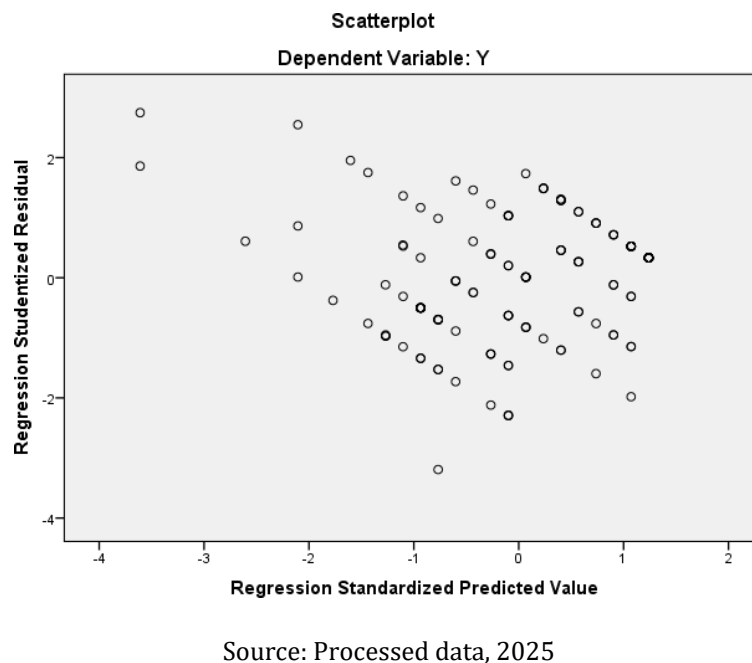


Figure 3 shows that the points are randomly distributed. This is evident in the plot, which radiates above and below the number 0 and does not form a clear pattern. This information indicates that there is no heteroscedasticity in equation II.

### Partial Significance Test (t-Test)

The test of the celebrity endorser variable (X) on purchase intention (Y) resulted in a *t*-value of 4.113 with a significance level of 0.000. Since the significance value is less than 0.05, Hypothesis 1 (H1) is accepted. This indicates that the celebrity endorser variable has a positive and significant effect on purchase intention. This finding is consistent with the study by Al-Mamun et al., 2023, which states that celebrity endorsers have a positive and significant influence on purchase intention.

The test of the celebrity endorser variable (X) on brand image (Z) showed a *t*-value of 3.101, which is greater than the *t*-table value of 1.655 ( $t = 3.101 > 1.655$ ), with a significance value of 0.000, which is less than 0.05. This indicates that the celebrity endorser variable has a positive and significant effect on brand image, thus Hypothesis 2 (H2) is accepted. This result supports the findings of (Frimpong et al., 2019), who reported that celebrity endorsers have a positive and significant influence on brand image.

The test of the brand image variable (Z) on purchase intention (Y) yielded a *t*-value of 11.918, which is greater than the *t*-table value of 1.655 ( $t = 11.918 > 1.655$ ), and a significance value of 0.000, which is less than 0.05. This shows that brand image has a positive and significant effect on purchase intention, and therefore, Hypothesis 3 (H3) is accepted. This finding aligns with the study by (Fink et al., 2020), which concluded that brand image has a positive and significant effect on purchase intention.

### Mediation Test (Sobel Test)

$Z = 3.089 > t \text{ table} = 1.655$ ;  $\text{sig} = 0.000 < 0.05$ , brand image mediates the influence of celebrity endorsers on purchase intention. The Sobel test results show a calculated *t* value of *Z* of  $3.089 > t \text{ table} (1.655)$  and a significance value of  $0.000 < 0.05$ . Therefore, according to the calculation, brand image (Z) mediates the influence of celebrity endorsers (X) on purchase intention (Y). Therefore,  $H_0$  is rejected and  $H_a$  is accepted, thus accepting Hypothesis 4. This is consistent with research conducted by (Wijaya, 2020) which states that celebrity endorsers have a positive and significant influence on purchase intention through the mediation of brand image.

### Coefficient of Determination (Adjusted $R^2$ )

Adjusted  $R^2$  value of 0.564 indicates that the celebrity endorser variable, through brand image, explains 56.4% of the variation in purchase intention. Coefficient of determination ( $R^2$ ) aims to determine the strength of the relationship between the independent variables and the dependent variable. A negative  $R^2$  value indicates a weaker influence between the variables, whereas a value closer to 1 indicates a stronger influence between the variables. The calculation results in an adjusted *R*-square value of 0.564. Therefore, it can be concluded that the celebrity endorser variable can be used to explain 56.4% of the MS Glow brand image. The remaining adjusted *R*-square value is 0.564. This indicates that the celebrity endorser variable contributes 0.564, or 56.4%, to purchase intention through brand image as a mediating variable, while the remaining 43.6% is influenced by other variables not explained in this regression model.

## Discussion

Results of the partial test indicate that celebrity endorser has a positive and significant effect on purchase intention. This finding is consistent with the study by (Al-Mamun et al., 2023), which states that the presence of celebrity endorsers can significantly enhance consumers' purchase intentions through the influence of perception, emotion, and positive associations attached to public figures. Furthermore, celebrity endorser also has a significant effect on brand image. This suggests that public figures with credibility and attractiveness can enhance consumers' positive perceptions of the brand, as stated by (Frimpong et al., 2019). The brand image formed from consumers' associations with celebrities strengthens the symbolic and emotional advantages of the brand.

Brand image is proven to have a significant effect on purchase intention. This result aligns with the findings of (Fink et al., 2020), who suggest that a strong brand image can build consumer trust and preference toward a product, ultimately encouraging purchase decisions. The mediation test shows that brand image mediates the effect of celebrity endorser on purchase intention. This indicates that celebrities influence purchase intention not only directly, but also indirectly through the formation of brand image. This finding reinforces the study by (Wijaya, 2020), which emphasizes the important role of brand image in bridging the relationship between endorsers and consumer purchasing behavior. With an adjusted  $R^2$  value of 0.564, the contribution of the variables within the model is considered strong, although external factors not examined in this study still account for 43.6% of the variation in purchase intention.

## Conclusion

The celebrity endorser variable (X) has a positive and significant effect on the purchase intention variable (Y). This means that marketing through celebrity endorsers can increase consumers' intention to purchase. This finding also serves as the answer to the first research question, regarding whether celebrity endorsers influence purchase intention. Celebrity endorser variable (X) also has a positive and significant effect on the brand image variable (Z). This indicates that marketing using celebrity endorsers can enhance the brand image of MS Glow. This result addresses the second research question, which asks about the effect of celebrity endorsers on brand image. The brand image variable (Z) has a positive and significant effect on the purchase intention variable (Y). This implies that a positive brand image increases consumer purchase intention toward MS Glow. This serves as the answer to the third research question, regarding the influence of brand image on purchase intention.

Furthermore, the celebrity endorser variable (X) has a positive and significant effect on the purchase intention variable (Y), mediated by the brand image variable (Z). This means that marketing through celebrity endorsers can enhance consumers' purchase intention toward MS Glow products through the mediating role of brand image. This result provides the answer to the fourth research question, concerning whether celebrity endorsers influence purchase intention when mediated by brand image.

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