

## The Role of Brand Image in Mediating the Influence of Celebrity Endorsement and *e-WOM* on Purchase Intention of Skintific Skincare Products

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### ABSTRACT

This study aims to analyse the role of brand image in mediating the influence of celebrity endorsement and *e-WOM* on purchase intention for Skintific skincare products on the Shopee platform. Specifically, the study examines the use of Mahalini as a celebrity endorser who actively promotes Skintific, as well as how consumers who have been exposed to these promotions and have read online reviews form brand perceptions prior to making a purchase decision. This study employs the Stimulus–Organism–Response (SOR) theoretical framework, in which celebrity endorsement and *e-WOM* function as the stimulus, brand image as the internal psychological state (organism), and purchase intention as the response. A quantitative approach is adopted, with data analysed using Structural Equation Modelling (SEM) based on Partial Least Squares (PLS). Data were collected through an online questionnaire administered to 275 Shopee users domiciled in DKI Jakarta who had purchased Skintific products, been exposed to promotions by Mahalini, and read consumer reviews. Data analysis was conducted using SmartPLS 3 to test both the measurement model and the structural model. The results indicate that celebrity endorsement by Mahalini and *e-WOM* each have a positive and significant effect on both brand image and purchase intention. Furthermore, brand image is confirmed to significantly mediate the relationship between celebrity endorsement and *e-WOM* and purchase intention.

**Keywords:** *celebrity endorsement, e-WOM, brand image, purchase intention, Skintific skincare*

### INTRODUCTION

The skincare industry in Indonesia has experienced rapid growth in recent years (Wilendra et al., 2024). Increasing public awareness of skin health, supported by product innovations from local and international brands, has increased competition between brands (Febriyani et al., 2023). This is especially evident in big cities like Jakarta, where consumers have a large selection of similar products and actively follow changing beauty trends. This crowded and dynamic market demands that every brand have a strong image to attract attention and become the top choice of consumers (Farhan et al., 2025). Skintific implements an effective marketing strategy by utilizing the main e-commerce platforms in Indonesia, especially Shopee, to sell its products. One of the flagship products that has contributed to the popularity of this brand is the 5x Ceramide Moisturizer, which is known for its formula that is effective in repairing and protecting the skin layer (Wulandari, 2024) and consistently implement digital marketing strategies through *Celebrity Endorsement* (Sholikha & Soliha, 2024) as well as high *e-WOM* activity from consumers. This combination of strategies strengthens Skintific's position in the skincare market in Indonesia. In line with the development of this industry, advances in digital technology are driving changes in the way

companies implement marketing strategies (Rizvanovi et al., 2023). Marketing approaches can no longer rely solely on traditional methods, but need to leverage technology to reach a wider audience, increase engagement, and understand consumer behaviour as a basis for decision-making (Wilendra et al., 2024; Ramadhani, 2025). Technology enables faster communication, more personalized content, and data-driven decision-making processes (Wilendra et al., 2024).

Shopee has become a relevant platform due to its shopping features, collaborations with influencers or celebrities, and an easily accessible review system (Safirah & Anggrainie, 2024). According to Similarweb's report on the Ranking Analysis of Top E-commerce & Shopping Websites in Indonesia for October 2025, Shopee is recorded as the platform with the highest number of visits in Indonesia. Shopee's dominance shows a strong shift towards online shopping, including the beauty category, which is increasingly popular among consumers. The Shopee ecosystem strengthens the relationship between celebrity promotions and user reviews through live broadcasts and thousands of publicly accessible reviews. *real-time* (Safirah & Anggrainie, 2024), making this a relevant condition for researching the relationship between *Celebrity Endorsement*, *e-WOM*, *Brand image*, and *purchase intention*.

However, the abundance of information and recommendations on social media and e-commerce creates new challenges as consumers become more critical and cautious in choosing products to buy (Amalia & Darmawan, 2023). Purchasing decisions are heavily influenced by consumer perception, experience, and trust in a brand (Wang et al., 2023). Interaction between *Celebrity Endorsement*, *e-WOM*, and *Brand image* It is very important because consumers judge products not only based on who promotes them but also based on the experience of other users and their perception of the brand. *Celebrity endorsement* is a marketing strategy widely used, including by Skintific, to amplify appeal (Maftuchach et al., 2025). The presence of celebrities, especially Mahalini, is believed to increase trust and attract the attention of consumers. Furthermore, *e-WOM*, in the form of consumer reviews and ratings on e-commerce platforms (Sudaryanto et al., 2025), is also an important component that can influence purchasing decisions (Maftuchach et al., 2025). These two elements act as external sources of information that can shape consumer perceptions of *Brand image*. *Brand image* is an important factor that can bridge the influence *Celebrity Endorsement* and *e-WOM* against *purchase intention*. *Brand image* can increase consumer confidence, minimize perceived risks, and convey a better impression of quality (Haseeb et al., 2024). Theoretically, *Brand image* shaped by how consumers process the information they receive, including promotional messages from celebrities and other users' experiences (Indra, 2023). In a competitive skincare market, *Brand image* potentially a key variable that explains how *Celebrity Endorsement* and *e-WOM* work together to shape consumer perceptions (Ellitan, 2024).

Previous research has shown inconsistent results. Tarigan et al. (2023) found that *Celebrity Endorsement* has a negative and insignificant effect on *purchase intention* because consumers prioritize authentic proof of use. Ekasari & Surip, (2025) states that *e-WOM* is considered more credible than celebrity promotions and therefore has a stronger influence on *purchase intention*. Instead, Rahmadiansyah et al. (2025) shows that *Celebrity Endorsement* has a positive effect on *Brand image* and *purchase intention*, while *e-WOM* only affects *purchase intention*. Ananda et al. (2025) found different results, where *Celebrity*

*Endorsement* does not have a significant effect, whereas e-WOM affects *Brand image*, which then has an impact on *purchase intention*. These different findings point to empirical inconsistencies, which require further testing. In addition, the Skintific phenomenon on Shopee shows that the high volume of positive reviews and usage *Celebrity Endorsement* (Julia & Ridhaningsih, 2024) ) doesn't necessarily reflect a consistent increase in purchase conversions. Many consumers are attracted by promotions and testimonials but remain hesitant to buy due to a lack of trust in *Brand image*. The difference between promotional exposure, review intensity, and trust in *Brand image* underlining the importance of examining the role of mediation *Brand image*.

The novelty of this research lies in its simultaneous testing of celebrity endorsement and e-WOM effects on purchase intention through brand image mediation within an integrated model based on SOR theory, specifically in the Indonesian e-commerce skincare industry context. Unlike previous studies examining these relationships in isolation, this research positions celebrity endorsement and e-WOM as stimuli, brand image as the organism (internal psychological process), and purchase intention as the response. The focus on Skintific products on Shopee with Mahalini as the endorser provides a concrete, real-world context for examining these theoretical relationships. Additionally, the study contributes to understanding whether e-WOM or celebrity endorsement exerts stronger influence on brand image formation in digital contexts, providing insights for strategic marketing resource allocation.

This research aims to analyze the role of brand image in mediating the influence of celebrity endorsement and e-WOM on purchase intention of Skintific skincare products on the Shopee platform. The specific objectives are to: (1) examine the direct effect of celebrity endorsement on brand image; (2) examine the direct effect of e-WOM on brand image; (3) examine the direct effect of brand image on purchase intention; (4) examine the direct effect of celebrity endorsement on purchase intention; (5) examine the direct effect of e-WOM on purchase intention; (6) assess the mediating role of brand image in the celebrity endorsement-purchase intention relationship; and (7) assess the mediating role of brand image in the e-WOM-purchase intention relationship.

## **METHOD**

This study uses a quantitative approach with the *Structural Equation Modeling* (SEM) based *Partial Least Squares* (PLS). This approach was chosen because it allows for the systematic and structured testing of relationships between variables, both direct and indirect influences in one integrated model (Dash & Paul, 2021; Hair et al., 2023). The population in this study is all Shopee users who are domiciled in DKI Jakarta and have purchased products *Skintific Skincare*. This population was chosen because e-commerce users are consumers who are actively exposed *Celebrity Endorsement* and e-WOM through digital platforms. Sampling technique using *purposive sampling* is a sampling method that is carried out by setting special criteria according to the needs and objectives of the research (Scott, 2019), with the criteria (1) domiciled in DKI Jakarta, (2) active Shopee users, (3) have purchased Skintific products at least once, and (4) have seen promotions through *Celebrity Endorsement* Mahalini or online reviews. The sample size was determined based on the guidelines of Hair et al. (2019), which is at least 5-10 times the number of indicators. With the total indicators

used, the number of respondents as many as 275 is considered to have met the criteria for the adequacy of the sample to produce stable and accurate model estimates. The research data consists of primary and secondary data. Primary data was obtained through the distribution of questionnaires online using *Google Forms* and various social media platforms to make filling easier and can reach respondents who meet the criteria effectively (Kartika et al., 2025). Meanwhile, secondary data were obtained through a literature review from relevant scientific journals, books, and academic sources to support the theoretical foundation of the research. The data analysis technique was carried out using PLS-based SEM with the help of software *SmartPLS 3*. The analysis stage includes the evaluation of the measurement model (*Outer model*) to test the validity and reliability of indicators, as well as the evaluation of structural models (*Inner model*) to test the relationship between variables and research hypotheses (Dash & Paul, 2021).

**Table 1.** Operationalization of Research Variables

Variable	Indicator	Reference Source
<i>Celebrity Endorsement (X1)</i>	<i>Endorsing enabling benefit</i>	(Jun et al., 2023)
	<i>Endorser enticing benefit</i>	
	<i>Endorser enriching benefits</i>	
<i>e-WOM (X2)</i>	<i>Understanding</i>	(Dwiputri, 2023); (Gelashvili et al., 2024)
	<i>Objective</i>	
	<i>Conviction</i>	
	<i>Accuracy</i>	
<i>Brand Image (W)</i>	<i>Product quality</i>	(Wijaya & Tjokrosaputro, 2024); (Nguyen et al., 2025)
	<i>Product uniqueness</i>	
	<i>Interesting content</i>	
	<i>Interesting product</i>	
	<i>Product brand as the primary choice</i>	
<i>Purchase Intention (Y)</i>	<i>Buy local skincare products recommended by celebrities</i>	(Cabeza-Ramírez et al., 2022)
	<i>Try skincare products recommended by celebrities.</i>	
	<i>Trying to buy skincare products recommended by celebrities.</i>	
	<i>Trying to buy skincare products recommended by celebrities.</i>	

The variables studied consisted of two independent variables, namely *celebrity endorsement (X1)* and *e-WOM (X2)*, one mediating variable, namely *brand image (Z)*, and one dependent variable, namely *purchase intention (Y)*. Each variable was developed into several indicators adapted from previous research in table 1. The indicators are compiled in the form of statements on the questionnaire and measured using a five-point Likert scale, with a value range of 1 (Strongly Disagree) to 5 (Strongly Agree), as shown in table 2. This scale is used to transform respondents' perceptions into statistically analyzable numerical data.

**Table 2. Likert Scale**

Measurement Scale	Value
Strongly Disagree	1
Disagree	2
Neutral	3
Agree	4
Strongly agree	5

Source: Bougie &amp; Sekaran, 2020

**RESULTS AND DISCUSSION****Table 3. Respondent Characteristics**

Categories	Respondent Characteristics	Quantity	Percentage (%)
Age	13 - 28 Years	154	57%
	29 - 45 Years	96	35%
	> 45 Years	22	8%
Gender	Men	61	22%
	Women	214	78%
Education	Junior High School	2	1%
	High School	71	26%
	S1	159	58%
	S2	25	9%
	S3	5	2%
	Others	13	4%
Profession	Students	43	16%
	Employees	136	49%
	Self-employed	46	17%
	Housewives	33	12%
	Others	17	6%
Revenue	< 3 Million	43	16%
	3 - 6 Million	120	44%
	7 - 15 Million	71	26%
	> 15 Million	41	15%
<b>Total Respondents</b>		<b>275</b>	<b>100%</b>

Source: Data processed by researchers (2026)

This study involved 275 respondents with diverse characteristics. Based on age, most of the respondents were in the range of 13–28 years of age at 57%, then the age of 29–45 years at 35%, and the age over 45 years at 8%, so it can be seen that this study is dominated by the young age group. The composition of respondents by gender showed that women participated more, at 78%, while men at 22%.

The education level of the respondents was dominated by S1 graduates by 58%, while high school graduates by 26%, S2 by 9%, S3 by 2%, junior high school by 1%, and other

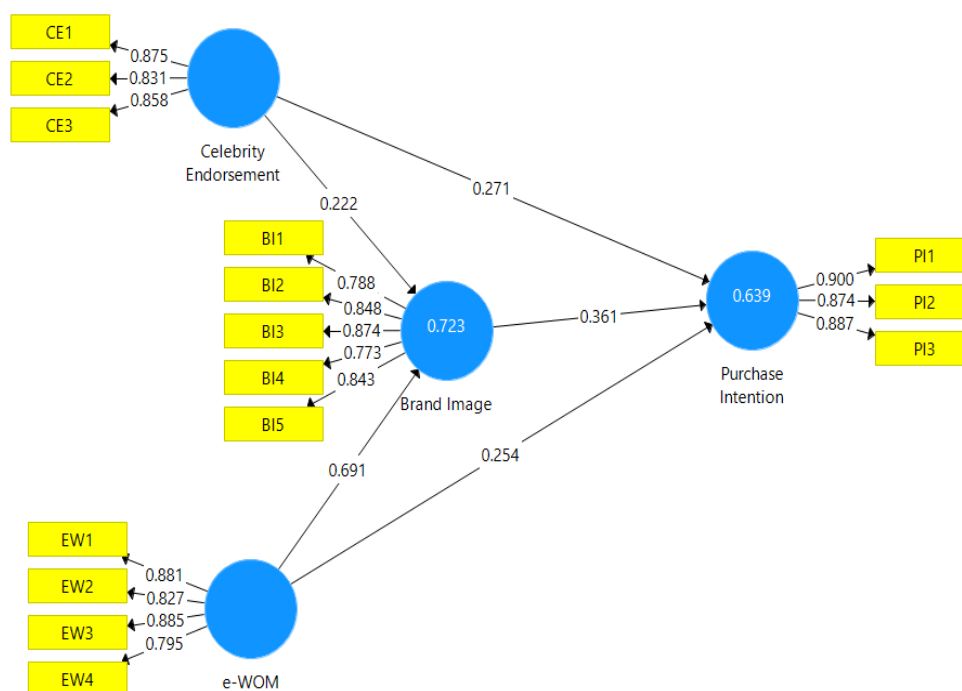
categories by 4%. When viewed from work, most respondents work as employees at 49%, while 17% are self-employed, 16% are students, 12% are housewives, and 6% are in other job categories. Based on income level, 44% of respondents have an income of 3-6 million rupiah per month, 26% are in the range of 7-15 million rupiah, 16% have an income of less than 3 million rupiah, and 15% have an income above 15 million rupiah. Overall, the respondents' profiles show the dominance of young women with a bachelor's education, work as employees, and have a middle income level.

### Outer Model

In this study, the outer model was used to test the quality of research instruments. At this stage, testing is carried out on the validity and reliability of the indicators used to measure each latent variable. The test includes *the assessment of outer loading*, AVE, *Cross Loading*, *Composite Reliability*, and *Cronbach's Alpha* to ensure that each indicator is able to accurately and consistently represent the construct.

#### 1. Convergent Validity Test Results

In testing the validity of the convergence, this study refers to the two main criteria of the recommended *outer loading* value greater than 0.7 and *the Average Variance Extracted* (AVE) value above 0.5. These two parameters are used to assess the extent to which an indicator adequately represents the constructed being measured. An explanation of each of the criteria is presented below.



**Figure 3.** Path Coefficient Diagram

Source: Data processed by researchers (2026)

The *celebrity endorsement* variable (X1) based on the results of the analysis in Figure 2. above shows that *the loading factor* value of each CE indicator is above 0.7, which ranges from 0.831 to 0.875. This value shows that all indicators in the *celebrity endorsement*

variable have a strong relationship with the construct being measured, so that all indicators are declared valid. The e-WOM variable (X2) has a *loading factor* value on each EW indicator which is also above 0.7, with a value range of 0.795 to 0.885. This shows that all indicators in the e-WOM variable are able to represent the variables well and are declared valid. In the *brand image* (Z) variable, the loading factor value of all BI indicators is above 0.7, with a range of 0.773 to 0.874. Thus, all indicators in the *brand image* (Z) variable meet the validity criteria and are suitable for use in construct measurement. The *purchase intention* (Y) variable shows the *loading factor* value on the PI indicator which is also above 0.7, which ranges from 0.874 to 0.900. This proves that all indicators in the *purchase intention* (Y) variable have a good level of validity and are able to adequately explain the measured construct.

**Table 4.** Outer Loading

Variable	Indicator	Loading Factor	Remarks
<i>Celebrity Endorsement</i>	CE1	0.875	Valid
	CE2	0.831	Valid
	CE3	0.858	Valid
E-WOM	EW1	0.881	Valid
	EW2	0.827	Valid
	EW3	0.885	Valid
	EW4	0.795	Valid
<i>Brand Image</i>	BI1	0.788	Valid
	BI2	0.848	Valid
	BI3	0.874	Valid
	BI4	0.773	Valid
	BI5	0.843	Valid
<i>Purchase Intention</i>	PI1	0.900	Valid
	PI1	0.874	Valid
	PI1	0.887	Valid

Source: Data processed by researchers (2026)

Based on the results of the *outer loading* test, all indicators in the variables of *celebrity endorsement*, e-WOM, *brand image*, and *purchase intention* have met the required criteria. This shows that each indicator has a strong correlation to the construct being measured and is able to represent the variables consistently. The test results indicate that the convergent validity has been met, so that the research instrument can be declared to have a good level of measurement accuracy. Thus, all indicators in this study are declared valid and suitable for use in the research model.

**Table 5.** Average Variance Extracted (AVE)

Variable	Average Variance Extracted (AVE)	Remarks
<i>Celebrity Endorsement</i>	0.731	<b>Valid</b>
<i>Electronic Word of Mouth</i>	0.719	<b>Valid</b>
<i>Brand Image</i>	0.682	<b>Valid</b>
<i>Purchase Intention</i>	0.787	<b>Valid</b>

Source: Data processed by researchers (2026)

Based on the results of the *Average Variance Extracted* (AVE) test, all variables in this study had an AVE value above the set minimum limit, which was 0.50. This shows that each construct is able to explain more than half of the variance of the indicators used to measure it. Thus, the criteria for convergent validity have been met, so that each variable in this study can be declared to have a good ability to represent its indicators.

## 2. Reliability Test Results

**Table 6.** Reliability Test Results

Variable	Cronbach's Alpha	Composite Reliability	Remarks
<i>Celebrity Endorsement</i>	0.817	0.891	<b>Reliable</b>
E-WOM	0.869	0.911	<b>Reliable</b>
<i>Brand Image</i>	0.883	0.915	<b>Reliable</b>
<i>Purchase Intention</i>	0.865	0.917	<b>Reliable</b>

Source: Data processed by researchers (2026)

Based on the results of the reliability test, all variables in this study showed *Cronbach's alpha* and *composite reliability* values which were above the required minimum limit, which was 0.70. The *celebrity endorsement* variable has a *Cronbach's alpha* value of 0.817 and a *composite reliability* of 0.891. The E-WOM variable shows values of 0.869 and 0.911. *Brand image* has values of 0.883 and 0.915, while *purchase intention* is 0.865 and 0.917. The measurement results, which can be seen in table 6, show that each variable has a good level of measurement reliability. Thus, all constructs in this study can be declared reliable and able to provide stable and reliable measurement results.

## 3. Discriminant Validity Test Results

**Table 7.** Cross Loading Results

Indicator	<i>Celebrity Endorsement</i>	E-WOM	<i>Brand Image</i>	<i>Purchase Intention</i>
CE1	<b>0.875</b>	0.556	0.600	0.627
CE2	<b>0.831</b>	0.491	0.508	0.517



CE3	<b>0.858</b>	0.586	0.587	0.574
EW1	0.538	<b>0.881</b>	0.711	0.604
EW2	0.514	<b>0.827</b>	0.662	0.577
EW3	0.643	<b>0.885</b>	0.749	0.664
EW4	0.463	<b>0.795</b>	0.699	0.620
BI1	0.493	0.666	<b>0.788</b>	0.592
BI2	0.513	0.656	<b>0.848</b>	0.649
BI3	0.595	0.712	<b>0.874</b>	0.652
BI4	0.591	0.666	<b>0.773</b>	0.534
BI5	0.549	0.737	<b>0.843</b>	0.673
PI1	0.632	0.644	0.679	<b>0.900</b>
PI1	0.545	0.674	0.680	<b>0.874</b>
PI1	0.613	0.620	0.644	<b>0.887</b>

Source: Data processed by researchers (2026)

Discriminant validity is a test that aims to ensure that each construct in the research model has a clear difference and does not overlap with other constructs (Lim, 2026). This test is carried out by looking at whether each indicator has the highest correlation value in the variable it measures compared to other variables. Based on table 6 results *Cross Loading*, on the variable *Celebrity Endorsement*, the indicator has the highest value of 0.875 in its construct. In the E-WOM variable, the highest value was recorded at 0.885. Variable *Brand image* shows the highest value of 0.874, while the variable *purchase intention* has the highest value of 0.900. The highest value in each of these constructs is in the corresponding variable and is greater than the value in the other constructs. This shows that each variable has distinctly different characteristics, so that it can be stated to have met the criteria for discriminant validity.

### Inner Model

The inner model is used to test the relationship and influence between variables in research, both independent variables and bound variables. This model is also used to prove hypotheses that have been proposed (Hazriyanto et al., 2016).

#### 1. Coefficient of Determination (R-Square)

**Table 8.** *R-Square Results*

Variable	<i>R-Square</i>	<i>R-Square Adjusted</i>
<i>Brand Image</i>	0.723	0.721
<i>Purchase Intention</i>	0.639	0.635

Source: Data processed by researchers (2026)

Based on Table 8, the *R-Square* value for *brand image* of 0.723 shows that 72.3% of *brand image* variations can be explained by variables that affect them in the model, namely *celebrity endorsement* and e-WOM. This means that the two variables have a considerable role in shaping *brand image*, while the remaining 27.7% are influenced by other factors outside the study. Meanwhile, the *R-Square* value for *purchase intent* of 0.639 indicates that 63.9% of the variation in *purchase intention* can be explained by *celebrity endorsements*, e-WOM, and *brand image*. This means that the three variables together make a strong

contribution to influencing consumer purchase intention, while the remaining 36.1% are influenced by other variables that are not studied in this model. Then, the R-Square value of 0.75 was categorized as a strong model, 0.50 as a moderate model, and 0.25 as a weak model (Ghozali & Latan, 2015). Based on these criteria, the R-Square value of 0.723 in the brand image variable is included in the moderate to strong category, while the R-Square value of 0.639 in the purchase intention variable is in the moderate category.

2. Goodness of Fit (GoF)

Table 9. Model Fit Test Results

Categories	Saturated Model	Estimated Model
SRMR	0.061	0.061

Source: Data processed by researchers (2026)

Hair et al. (2022) stated that the model suitability criteria can be seen through the standardized root mean square residual (SRMR) value, which should be below 0.08. Based on Table 9, the SRMR value in both saturated and estimated models is 0.061. The value was below the limit of 0.08, thus indicating that the research model had a good level of suitability. This means that the model is able to adequately represent the data and has a relatively small error rate.

Hypothesis Testing

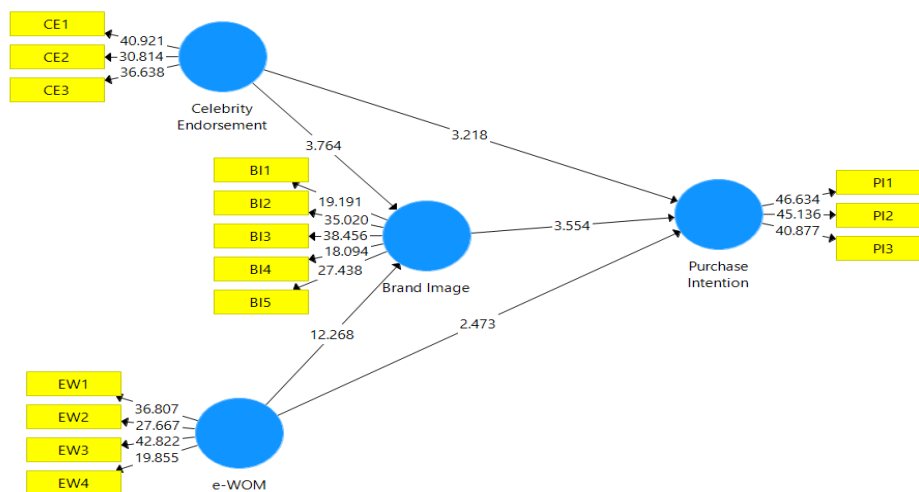


Figure 4. Bootstrapping Test Results

Source: Data processed by researchers (2026)

Based on the image above, it shows the results of testing the structural model using the bootstrapping method in the SmartPLS 3 application. If seen in the image, it explains the relationship between variables in the study, namely celebrity endorsement, e-WOM, brand image, and purchase intention, and shows the direction of influence between these variables. In addition, this section also displays the statistical test values on each indicator and relationship path used to see the significance of the influence between variables in the research model. Based on the results of the test, it is known that celebrity endorsements and

*e-WOM* have an influence on *brand image* and *purchase intention*, and *brand image* also plays a role in influencing *purchase intention*.

**Table 10.** Direct Impact Test Results

Variable	Original Sample (O)	Sample Mean (M)	STDEV	T Statistics	P Values
<i>Celebrity Endorsement</i> → <i>Brand Image</i>	0.222	0.224	0.059	3.764	0.000
e-WOM → <i>Brand Image</i>	0.691	0.689	0.056	12.268	0.000
<i>Brand Image</i> → <i>Purchase Intention</i>	0.361	0.366	0.102	3.554	0.000
<i>Celebrity Endorsement</i> → <i>Purchase Intention</i>	0.271	0.270	0.084	3.218	0.001
e-WOM → <i>Purchase Intention</i>	0.254	0.251	0.103	2.473	0.013

Source: Data processed by researchers (2026)

**H1:** *Celebrity endorsements* have a positive effect on *brand image*.

The results of the study show that *celebrity endorsements* have a positive and significant influence on *brand image*, so the first hypothesis is accepted. These findings suggest that the use of celebrities in marketing strategies can strengthen the brand image in the minds of consumers. Statistically, the *celebrity endorsement* variable has a coefficient value of 0.222, a *T-statistic* value of 3.764, and a *p-value* of 0.000. A *T-value* greater than 1.96 and a *p-value* smaller than 0.05 indicate a significant influence. This positive coefficient shows that the better the consumer's perception of *celebrity endorsements*, the stronger the *brand image* produced. In this study, Mahalini as a *celebrity endorsement* of Skintific was able to transfer her positive image to the brand. The attractiveness, credibility, and good reputation that Mahalini has makes consumers more confident that the products it promotes are of good quality and worth using. The presence of public figures relevant to the target market of the younger generation also further strengthens the impression that Skintific is a modern and trustworthy brand.

The results of this study are in line with the research of Maftuchach et al. (2025) and Julia and Ridhaningsih (2024), which stated that *celebrity endorsements* have a positive effect on *brand image*. These findings also support McCracken's (1989) theory of meaning transfer, which explains that the positive characteristics that celebrities have can transfer and attach themselves to the brand being promoted.

**H2:** e-WOM has a positive effect on *brand image*.

The results of the study show that e-WOM has a positive and significant influence on *brand image*, so the second hypothesis is accepted. This shows that online communication between consumers plays a significant role in shaping brand perception. Quantitatively, the e-WOM variable has a coefficient value of 0.691, a *T-statistical* value of 12,268, and a *p-value* of 0.000. This value shows a significant influence of e-WOM, because the *T-statistic* is greater than 1.96 and the *p-value* is smaller than 0.05. The coefficient of 0.691 also shows

that e-WOM is the most dominant variable in forming *brand image* compared to other variables in this study. These findings show that consumers strongly consider reviews, ratings, and other users' experiences before shaping their perception of Skintific. Consumers tend to be careful in choosing *skincare* products because they are related to skin conditions. Therefore, positive reviews circulating on Shopee can build the perception that Skintific is a quality, safe, and trustworthy brand.

The results of this study are in line with the research of Ananda et al. (2025) and Sudaryanto et al. (2025) which found that e-WOM has a significant effect on *brand image*. In addition, Ekasari and Surip (2025) also emphasized that online reviews play an important role in shaping consumer perception before making a purchase, especially on *skincare products*.

**H3:** *Brand image* has a positive effect on *purchase intention*.

The results of the study show that *brand image* has a positive and significant influence on *purchase intention*, so the third hypothesis is accepted. This shows that a positive *brand image* can increase consumer *purchase intent* for Skintific products. Statistically, *the brand image* has a coefficient value of 0.361 with a *T-statistic* of 3.554 and a *p-value* of 0.000. *T-values* greater than 1.96 and *p-values* less than 0.05 show significant influence. The positive coefficient shows that the stronger and more positive *the brand image*, the higher *the consumer's* purchase intention. A *positive brand image* reflects the perception of product quality, reputation, and excellence compared to competitors. In the *skincare industry*, *brand image* also helps reduce the risks that consumers feel, such as concerns about side effects or product mismatches with their skin type.

This finding is in line with research by Fazrin et al. (2024) who stated that *brand image* has a positive effect on *purchase intention*. These results are also in line with research by Haseeb et al. (2024), which states that *brand image* is a key factor in increasing *purchase intention*. These findings also support the findings of Kotler et al. (2016) who explain that positive brand perception builds trust and encourages consumers to make a purchase.

**H4:** *Celebrity endorsements* have a positive effect on *purchase intention*.

The results of this study show that *celebrity endorsements* have a positive and significant influence on *purchase intention*, so the fourth hypothesis is accepted. This shows that the use of celebrities in promotions can directly increase consumer buying intent. Based on the results of data processing, *celebrity endorsements* have a coefficient value of 0.271 with a *t-statistic* value of 3.218 and a *p-value* of 0.001. A *t-statistic* value greater than 1.96 and a *p-value* smaller than 0.05 indicate a significant influence. This positive coefficient shows that the higher the level of consumer interest and trust in celebrities, the higher the purchase intention. In this study, Mahalini as an endorser of Skintific has a significant influence on *purchase intention*. Its popularity and positive image create an emotional connection with consumers, making the recommendations given easier to accept.

This result is in line with the research of Rahmadiansyah et al. (2025) which found that *celebrity endorsements* have a positive effect on *purchase intention*. However, these findings are different from the study of Tarigan et al. (2023) which stated that *celebrity endorsements* are not always significant to purchase intentions, so the results of this study provide additional evidence that the effectiveness of *celebrity endorsements* is highly dependent on the relevance and credibility of the celebrities used.

**H5:** e-WOM has a positive effect on purchase intention.

The results of this study show that e-WOM has a positive and significant influence on purchase intention, so the fifth hypothesis is accepted. This shows that reviews and recommendations from other consumers directly influence the purchase decision. Statistically, e-WOM has a coefficient value of 0.254 with a *t-statistic* value of 2.473 and a *p-value* of 0.013. This value shows a significant influence because *the t-statistic* is greater than 1.96 and the *p-value* is smaller than 0.05. The positive coefficient shows that the more positive reviews received, the higher the consumer's purchase intention. In e-commerce such as Shopee, reviews and ratings are the main sources of information before consumers make a purchase (Rawat, 2023). Consumers tend to seek social validation through the experiences of other users. When the majority of reviews show positive experiences with Skintific, consumers will feel more confident to make a purchase.

These results are in line with the research of Wang et al. (2023), Ekasari and Surip (2025), and Maftuchach et al. (2025) which stated that e-WOM has a significant effect on *purchase intention*. These findings reinforce the role of e-WOM as an important factor in the consumer decision-making process in the digital era.

**Table 11.** Effect Test Results Are Not Immediate

Variable	Original Sample (O)	Sample Mean (M)	STDEV	T Statistics	P Values
Celebrity Endorsement → Brand Image → Purchase Intention	0.080	0.082	0.031	2.570	0.010
e-WOM → Brand Image → Purchase Intention	0.250	0.252	0.074	3.390	0.001

Source: Data processed by researchers (2026)

**H6:** Brand image mediates the influence of *celebrity endorsements* on *purchase intention*.

The results of this study show that *celebrity endorsement* has a positive and significant influence on *purchase intention* through *brand image* as a mediating variable, so the sixth hypothesis is accepted. This shows that *brand image* can act as an intermediary variable that bridges the influence of *celebrity endorsements* on consumer purchase intentions. Statistically, the indirect influence of *celebrity endorsement* on purchase intention through *brand image* has a coefficient value of 0.080, a *t-statistical* value of 2.570, and a *p-value* of 0.010. A *t-statistic* value greater than 1.96 and a *p-value* smaller than 0.05 indicate a significant mediating effect. The positive coefficient shows that the better the perception of *celebrity endorsements*, the more positive *the brand image* formed, which ultimately increases *purchase intention*. These findings show that the influence of *celebrity endorsements* on *purchase intent* does not only occur directly, but also through the process of forming brand perception. In this study, Mahalini not only directly encourages purchase intent through its attractiveness and popularity, but also forms the perception that Skintific is a quality and trusted brand. This positive perception then strengthens consumers' intention to make purchases.

This result is in line with the research of Rahmadiansyah et al. (2025) which states that *brand image* can mediate the relationship between *celebrity endorsement* and *purchase intention*. In addition, these findings support the theoretical framework of *Stimulus-Organism-Response* (SOR), where *celebrity endorsements* act as stimulus, *brand image* as *organisms* (internal psychological processes), and *purchase intent* as responses. This means that stimuli from celebrities are first processed into brand perception before ultimately generating purchase intent.

**H7:** *Brand image* mediates the influence of e-WOM on *purchase intention*.

The results of this study show that e-WOM has a positive and significant influence on *purchase intention* through *brand image* as a mediation variable, so that the seventh hypothesis is accepted. This shows that *brand image* plays an important role in explaining how e-WOM can increase consumer purchase intent. Statistically, the indirect influence of e-WOM on *purchase intention* through *brand image* has a coefficient value of 0.250, a *t-statistical* value of 3.390, and a *p-value* of 0.001. A *t-statistic* value greater than 1.96 and a *p-value* smaller than 0.05 indicate a significant mediating effect. The positive coefficient shows that the more positive e-WOM that consumers receive, the better *the brand image* is formed, thereby increasing *purchase intention*. These findings show that reviews and recommendations from other consumers not only directly drive purchase intent, but also shape perceptions of brands. In e-commerce such as Shopee, consumers usually read reviews before deciding to buy a product (Septokasya, 2024). Positive reviews regarding the quality, safety, and effectiveness of Skintific products will build a strong *brand image*. When a positive *brand image* has been formed, consumers will have greater confidence to make a purchase.

This result is in line with the research of Ananda et al. (2025) which states that e-WOM influences *purchase intention* through *brand image* as a mediating variable. These findings also support SOR theory, in which e-WOM acts as an external stimulus, *brand image* as an internal process in the consumer's mind, and *purchase intention* as the final response. Thus, *brand image* has proven to be a crucial variable in explaining the mechanism of influence of e-WOM on purchase decisions.

## CONCLUSION

This study aims to analyze the role of brand image in mediating the influence of *celebrity endorsement* and e-WOM on *purchase intention* in Skintific *skincare* products on Shopee. Based on the analysis of 275 Shopee user respondents in DKI Jakarta, all hypotheses in this study were accepted, which showed a positive and significant influence. The results of the study show that *celebrity endorsements* have a positive and significant effect on *brand image*. This means that the use of celebrities, in this case Mahalini, can strengthen Skintific's *brand image* in the minds of consumers. Furthermore, e-WOM has also been proven to have a positive and significant effect on brand image, even becoming the most dominant variable in shaping brand perception. These findings show that reviews, ratings, and other consumer experiences on Shopee have a very strong role in building Skintific's image as a quality and trusted brand. In addition, *brand image* has been proven to have a positive and significant effect on *purchase intention*. This means that the better *the brand image*, the higher the

consumer's intention to buy the product. *Celebrity endorsements* and e-WOM have also been proven to have a direct influence on *purchase intention*. However, the study also found that *brand image* plays a significant mediating role in the relationship between *celebrity endorsements* and e-WOM on *purchase intent*. Based on the results of data processing for indirect hypotheses, it can be seen that *the brand image* variable can mediate the number of *celebrity endorsements* to *purchase intention*, and also successfully mediate the relationship between e-wom and *purchase intention*, therefore *brand image* is a *fully mediating* variable. This shows that before consumers decide to buy, they first form a perception of the brand based on the stimulus they receive. Thus, the process of forming *purchase intention* does not occur instantly, but through a psychological mechanism in the form of brand image formation, as described in the *framework of the Stimulus-Organism-Response* (SOR) theory. Theoretically, this research strengthens the application of SOR theory in the context of digital marketing and e-commerce, especially in the skincare industry. *Celebrity endorsements* and e-WOM act as external stimulus, *brand image* as an internal process in the consumer's mind, and *purchase intention* as the final response. The finding that e-WOM has the most dominant influence on *brand image* also provides empirical evidence that communication between consumers in the digital era has a significant impact on shaping brand perception.

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