

Understanding Purchase Intention in Online Skincare Markets: The Mediating Role of Electronic Word of Mouth in the Relationship Between Perceived Price and Celebrity Endorsement

Monna Fransisca*, Danial Thaib, Liem Bambang Sugiyanto

Universitas Bunda Mulia, Indonesia

Email: Fransmonna@gmail.com, danithaib@gamil.com, L0674@lecturer.ubm.ac.id

ABSTRACT

This study aims to analyze the influence of perceived price and celebrity endorsement on purchase intention toward Skintific skincare products on the Shopee platform, as well as to examine the mediating role of electronic word of mouth (e-WOM) in this relationship. This research employed a quantitative approach with an explanatory research design. Data were collected through an online questionnaire distributed to 272 consumers in Jakarta using a purposive sampling technique. Data analysis was conducted using Structural Equation Modeling–Partial Least Squares (PLS-SEM) with SmartPLS software to test direct and indirect relationships among variables. The results show that perceived price and celebrity endorsement have positive and significant effects on both e-WOM and purchase intention. E-WOM also has a positive and significant effect on purchase intention and acts as a mediating variable that strengthens the influence of perceived price and celebrity endorsement on purchase intention. The mediating effect of e-WOM is found to be stronger in the relationship between perceived price and purchase intention, highlighting the importance of digital consumer communication in online purchasing decisions. This study focuses on consumers in Jakarta and examines only one skincare brand and a single e-commerce platform, which may limit the broader applicability of the findings. Moreover, the data are based on respondents' perceptions at one point in time, so the results may not fully capture changes in consumer behavior over time.

Keywords: Perceived Price; Celebrity Endorsements; Electronic Word of Mouth; Purchase Intention; Skincare

INTRODUCTION

The development of digital technology and online platforms has transformed the way consumers interact with products and brands, particularly in the beauty industry, which is currently worth up to \$330 billion globally (Handoyo, 2024; Shi, 2023). Consumers now have extensive access to information, reviews, and recommendations before making a purchase. The skincare industry itself continues to experience significant growth as public awareness of skin health and appearance increases, along with the widespread use of skincare products across gender groups (Riyadi et al., 2024; Simanjuntak et al., 2025). This situation encourages companies to develop more innovative marketing strategies that align with digital consumer behavior.

The role of e-commerce platforms like Shopee is increasingly dominant in the sale of skincare products, particularly in Jakarta, which has high levels of internet usage and digital shopping activity (Damayanti et al., 2025; Jusuf & Sarwono, 2025). Consumers tend to actively compare prices, read reviews, and utilize features such as ratings, reviews, Shopee Live, and promotions related to perceived price, e-WOM, and celebrity endorsements (Prayoga et al.,

2024). Shopee is also known as a platform with a high level of review usage, so purchasing decisions are heavily influenced by user reviews and celebrity credibility established through digital content (Julia & Ridhaningsih, 2024). In this study, e-WOM is a crucial factor because it can strengthen or weaken consumer purchase intention through real-life experiences shared by other users. Perceived price relates to consumers' assessment of the appropriateness of price relative to product quality (Tan & Le, 2023). Previous research has shown that price perception significantly influences purchase intention when consumers perceive that they are receiving fair value (Pratama, 2024). On the other hand, celebrity endorsements are often used to increase product appeal (Sun, 2025), although some studies have found insignificant or even negative effects as consumers become more critical and rely more on trustworthy user experiences (Tarigan et al., 2023; Ekasari & Surip, 2025). Meanwhile, e-WOM in the form of reviews, ratings, and testimonials has been shown to be a powerful factor in influencing purchase intention because it is considered more credible than traditional advertising (Ekasari & Surip, 2025). Theoretically, e-WOM also has the potential to mediate the influence of perceived price and celebrity endorsements on consumer purchase intention.

This phenomenon is relevant for consumers in Jakarta who actively seek information before purchasing skincare products through the Shopee platform. Skintific was chosen as the research object because it is a brand experiencing rapid growth in Indonesia, has a high sales volume, and actively receives user reviews on Shopee (Maqfirah & Kusumawati, 2025). Data from Kompas (2024) shows that Skintific products consistently rank among the best-selling skincare products, particularly moisturizers and serums. However, research that simultaneously examines the influence of perceived price, celebrity endorsement, and e-WOM on purchase intention is still limited, especially in the context of popular skincare brands in the market.

The urgency of this research stems from several converging factors. The Indonesian skincare market continues to expand rapidly, with increasing competition among brands vying for consumer attention and loyalty. Understanding the mechanisms through which marketing factors influence purchase intention is essential for developing effective strategies in this competitive landscape. Additionally, the growing reliance on e-WOM as a source of consumer information necessitates a deeper understanding of how perceived price and celebrity endorsements generate and interact with digital word-of-mouth communications. For brands like Skintific that have achieved significant market penetration, maintaining growth momentum requires a nuanced understanding of consumer decision-making processes in digital environments. Furthermore, Jakarta's position as Indonesia's primary economic center and digital hub makes consumer behavior patterns in this region particularly influential for understanding broader national trends.

The novelty of this research lies in its comprehensive examination of e-WOM as a mediating mechanism linking perceived price and celebrity endorsement to purchase intention within a single integrated framework. Unlike previous studies that have examined direct effects or considered mediation in limited contexts, this research explicitly tests the indirect pathways through which price perceptions and celebrity influence operate in digital skincare markets. Additionally, the focus on Skintific products on the Shopee platform provides specific insights into a rapidly growing brand within Indonesia's largest e-commerce ecosystem. The application of Structural Equation Modeling–Partial Least Squares (SEM-PLS) enables the simultaneous

testing of direct and indirect relationships, providing robust empirical evidence for the proposed theoretical model.

The primary purpose of this research is to analyze the influence of perceived price and celebrity endorsement on purchase intention, with e-WOM as a mediating variable, for Skintific products on the Shopee platform among consumers in Jakarta. The research contributes to academic knowledge by extending understanding of digital consumer behavior in the skincare category, providing empirical evidence for the mediating role of e-WOM in the relationships between marketing stimuli and consumer responses. Practically, the research offers strategic insights for skincare industry players in designing more effective digital marketing strategies tailored to current consumer behavior patterns. The specific objectives include: (1) examining the direct effects of perceived price and celebrity endorsement on e-WOM and purchase intention; (2) analyzing the direct effect of e-WOM on purchase intention; and (3) testing the mediating role of e-WOM in the relationships between perceived price, celebrity endorsement, and purchase intention. The benefits of this research extend to marketing managers seeking evidence-based guidance for resource allocation, e-commerce platform designers aiming to enhance features supporting consumer decision-making, and academics studying the evolving dynamics of digital consumer behavior.

Based on this research gap, this study aims to analyze the influence of perceived price and celebrity endorsement on purchase intention, with e-WOM as a mediating variable for Skintific products on Shopee. The research results are expected to provide academic contributions and strategic insights for skincare industry players in designing more effective digital marketing strategies tailored to current consumer behavior.

METHOD

This study employed a quantitative approach with an explanatory research design. It aimed to examine the causal relationship between perceived price, celebrity endorsement, e-WOM, and purchase intention through statistical hypothesis testing. This approach was chosen because it explains the influence between variables in a structured and measurable manner. Data analysis was performed using Structural Equation Modeling based on Partial Least Squares (SEM-PLS), which is considered suitable for simultaneously examining relationships between variables, including mediating effects in the research model (Susanto & Sugiyanto, 2021).

The population in this study were consumers who had purchased or used Skintific skincare products on Shopee and were domiciled in Jakarta (Willie, 2024). The sampling technique used was non-probability sampling with a purposive sampling method, which selects respondents based on certain criteria, such as residing in Jakarta, being familiar with Skintific products, and having seen promotions or reviews of the product on Shopee. The determination of the sample size refers to the guidelines of Hair et al. (2017), who suggest that in SEM-PLS analysis, the ideal number of respondents is at least 10 times the number of indicators. With a total of 14 indicators, the required sample size is approximately 140 respondents. To obtain more stable results and increase the strength of the analysis, this study selected 272 respondents to ensure more accurate and valid model estimation. The data used is primary data collected through an online questionnaire using Google Forms. The questionnaire was distributed through various social media platforms such as Instagram, TikTok, and WhatsApp to reach

respondents spread across the Jakarta area more widely. The online survey method was chosen because it is more efficient in the data collection process and allows for a relatively shorter collection time. The data analysis process was carried out using SmartPLS software through the SEM-PLS approach to test the relationship between variables.

Perceived price is measured through consumer perceptions of the fairness and affordability of product prices. Celebrity endorsement is measured based on consumer perceptions of the celebrity's attractiveness, credibility, and influence in promoting the product. The e-WOM variable is measured through consumer perceptions of the clarity, credibility, and usefulness of online review information. Meanwhile, purchase intention is measured through consumer inclination and intention to purchase Skintific products on Shopee. All indicators are adapted from relevant previous literature.

Table 1. Operationalization of Research Variables

<i>Variable</i>	<i>Indicator</i>	<i>Source</i>
<i>Perceived price</i>	<i>Economical price compared to other similar products</i>	(Tian et al., 2022); (Zhong & Moon, 2020)
	<i>Product price according to quality</i>	
	<i>Affordable prices</i>	
	<i>Product prices are in accordance with purchasing power</i>	
<i>Celebrity endorsement</i>	<i>Endorser enabling benefit</i>	(Jun et al., 2023)
	<i>Endorser enticing benefit</i>	
	<i>Endorser enriching benefit</i>	
<i>e-WOM</i>	<i>Understanding</i>	(Dwiputri, 2023)
	<i>Objective</i>	
	<i>Conviction</i>	
	<i>Accuracy</i>	
<i>Purchase Intention</i>	<i>Buy local skincare products recommended by celebrities</i>	(Cabeza-ramírez et al., 2022); (Sholichah et al., 2022); (Thuy et al., 2025)
	<i>Try skincare products recommended by celebrities.</i>	
	<i>trying to buy skincare products recommended by celebrities.</i>	

After the variables and indicators have been determined through the operationalization of the variables in Table 1, the next step is to establish the measurement scale used in developing the research instrument. This study used a Likert scale because it can measure respondents' level of agreement with each statement. The Likert scale assessment categories used in this study are presented in Table 2.

Table 2. Likert Scale

Measurement Scale	Code	Score
Strongly agree	SS	5
Agree	S	4
Neutral	N	3
Don't agree	TS	2
Strongly Disagree	STS	1

Source: Sekaran & Bougie, 2020

Each variable was operationalized into indicators adapted from relevant literature. All indicators were measured using a 1–5 Likert scale (1 = strongly disagree to 5 = strongly agree) to ensure consistent and standardized measurement of the constructs.

RESULTS AND DISCUSSION

Table 3. Respondent Characteristics

No	Category	Characteristics	Respondent	Percentage
1	<i>Age</i>	13 - 28 Years	153	56%
		29 - 45 Years	96	35%
		> 45 Years	23	9%
		Total	272	100%
2	<i>Gender</i>	Men	60	22%
		Woman	212	78%
		Total	272	100%
3	<i>Education</i>	JUNIOR HIGH SCHOOL	2	1%
		SENIOR HIGH SCHOOL	71	26%
		S1	157	57%
		S2	24	9%
		S3	5	2%
		Other	13	5%
		Total	272	100%
4	<i>Profession</i>	Student	43	16%
		Employee	135	49%
		Self-employed	45	16%
		Housewife	32	12%
		Other	17	7%
		Total	272	100%
5	<i>Income</i>	< 3 Million	42	15%
		3 - 6 Million	119	44%
		7 - 15 Million	71	26%
		> 15 Million	40	15%
		Total	272	100%

Source: Data processed by researchers (2026)

Based on the characteristics of the respondents, this study was dominated by 153 respondents (56%) aged 13–28 years, indicating that the majority of Skintific consumers on Shopee come from this young age group. In terms of gender, 212 respondents (78%) were female, indicating that women are the largest consumer group in this study. Regarding education level, the majority of respondents (57%) had a bachelor's degree (S1), indicating that most respondents have a higher educational background. In terms of profession, this study was dominated by employees, amounting to 135 respondents (49%), indicating that working individuals are the

largest occupational group among Skintific consumers. Meanwhile, in terms of income, this study was dominated by 119 respondents (44%) with a monthly income of 3–6 million rupiah, indicating that the majority of consumers are included in the middle-income category.

Outer Model

Convergent Validity

Table 4. Outer Loading

<i>Variable</i>	<i>Indicator</i>	<i>Loading Factor</i>	<i>Rule of Thumb</i>	<i>Conclusion</i>
<i>Perceived price</i>	PP1	0.879	0.700	Valid
	PP2	0.808	0.700	Valid
	PP3	0.815	0.700	Valid
	PP4	0.835	0.700	Valid
<i>Celebrity endorsement</i>	CE1	0.871	0.700	Valid
	CE2	0.831	0.700	Valid
	CE3	0.862	0.700	Valid
<i>Electronic word of mouth</i>	EW1	0.881	0.700	Valid
	EW2	0.827	0.700	Valid
	EW3	0.887	0.700	Valid
	EW4	0.791	0.700	Valid
<i>Purchase intention</i>	PI1	0.897	0.700	Valid
	PI1	0.872	0.700	Valid
	PI1	0.889	0.700	Valid

Source: Data processed by researchers (2026)

Based on the outer loading test results in Table 4, all indicators in the variables of perceived price, celebrity endorsement, electronic word of mouth (e-WOM), and purchase intention have loading factor values above 0.700 according to the rule of thumb used. These loading values range from 0.791 to 0.897, thus all indicators are declared valid. This indicates that each indicator is able to reflect the variable construct well and has a strong relationship with the latent variable being measured. Therefore, based on the outer loading results, all statement items in this study have met the criteria for convergent validity and are suitable for further analysis.

Table 5. Average Variance Extracted (AVE)

<i>Variable</i>	<i>Average Variance Extracted (AVE)</i>
<i>Perceived price (X1)</i>	0.697
<i>Celebrity endorsement (X2)</i>	0.732
<i>Electronic word of mouth (Z)</i>	0.718
<i>Purchase intention (Y)</i>	0.786

Source: Data processed by researchers (2026)

The Average Variance Extracted (AVE) results in Table 5, all variables have AVE values above 0.50, which is the minimum required limit. The AVE values for perceived price of 0.697, celebrity endorsement of 0.732, electronic word of mouth (e-WOM) of 0.718, and purchase intention of 0.786 indicate that each construct is able to explain more than 50% of the

variance of its indicator. Thus, these results indicate that each variable has met the criteria for convergent validity and has a good ability to represent the construct being measured.

Discriminant Validity

The discriminant validity test in this study was conducted using a cross-loading approach to ensure that each indicator has a stronger relationship with the construct it measures than with other constructs (Hair et al., 2021). Discriminant validity is declared met if the loading value of an indicator on its original construct is higher than the loading value on other constructs. The results of the cross-loading test are presented in Table 6 below.

Table 6. Cross Loading Results

<i>Indicator</i>	<i>Perceived Price</i>	<i>Celebrity Endorsement</i>	<i>E-WOM</i>	<i>Purchase Intention</i>
<i>PP1</i>	0.879	0.541	0.639	0.603
<i>PP2</i>	0.808	0.537	0.718	0.623
<i>PP3</i>	0.815	0.567	0.626	0.553
<i>PP4</i>	0.835	0.529	0.644	0.552
<i>CE1</i>	0.564	0.873	0.554	0.625
<i>CE2</i>	0.533	0.831	0.490	0.516
<i>CE3</i>	0.572	0.862	0.589	0.577
<i>EW1</i>	0.666	0.537	0.881	0.601
<i>EW2</i>	0.637	0.512	0.827	0.574
<i>EW3</i>	0.716	0.641	0.887	0.662
<i>EW4</i>	0.650	0.461	0.791	0.617
<i>PI1</i>	0.589	0.631	0.642	0.603
<i>PI1</i>	0.616	0.543	0.670	0.623
<i>PI1</i>	0.658	0.611	0.617	0.553

Source: Data processed by researchers (2026)

Cross-loading test results show that each indicator has the highest loading value on the construct it measures compared to other constructs. This indicates that each indicator is able to represent its construct more strongly and there is no significant overlap between constructs. Therefore, the discriminant validity value of this research model can be declared to have been met.

Reliability

In this study, reliability testing was conducted using two main indicators: Cronbach's alpha and composite reliability. Cronbach's alpha is used to assess the level of internal consistency between indicators within a construct, while composite reliability is used to evaluate the overall reliability of the indicators forming the latent construct. A construct is considered to have good reliability if both Cronbach's alpha and composite reliability values are above 0.7 (Ghozali, 2021).

Table 7. Reliability Test Results

<i>Variable</i>	<i>Cronbach's Alpha</i>	<i>Composite Reliability</i>	<i>Conclusion</i>
<i>Perceived Price</i>	0.855	0.902	Reliable
<i>Celebrity Endorsement</i>	0.817	0.891	Reliable

<i>Variable</i>	<i>Cronbach's Alpha</i>	<i>Composite Reliability</i>	<i>Conclusion</i>
E-WOM	0.868	0.910	Reliable
Purchase Intention	0.864	0.917	Reliable

Reliability test results show that all constructs have Cronbach's Alpha and Composite Reliability values above 0.7, indicating good levels of internal consistency and reliability. This indicates that the indicators in each variable are able to measure the construct consistently and reliably.

Inner Model

R-Square

R-square value is used to indicate a model's ability to explain variation in the dependent variable. Assessment criteria generally refer to a value of 0.75 as strong, 0.50 as moderate, and 0.25 as weak. The R-square value reflects the proportion of variation in the dependent variable that can be explained by the independent variables in the research model (Ghozali, 2021).

Table 8. R-Square Results

Variable	R-Square	R-Square Adjusted
Celebrity Endorsement	0.650	0.648
Purchase Intention	0.617	0.612

Source: Data processed by researchers (2026)

Based on the results of the coefficient of determination (R-Square) test, the celebrity endorsement variable has an *R-Square value* of 0.650 and *adjusted The R-Square* was 0.648, indicating that 65% of the variation in the construct can be explained by the variables in the model, while the remaining 35% is influenced by factors outside the study. This value falls into the moderate to strong category, indicating that the model has a fairly good ability to explain the construct.

Meanwhile, the purchase intention variable has an *R-square value* of 0.617 and an adjusted R-square of 0.612, meaning that approximately 61.7% of the variation in *purchase intention* can be explained by the independent variables in the model, while the remaining 38.3% is influenced by factors outside the model. This value is also in the moderate category, so it can be concluded that the structural model has a fairly good ability to predict *purchase intention*.

Goodness of Fit (GoF)

Table 9. Model Fit Test Results

	Saturated Model	Estimated Model
SRMR	0.065	0.065

Source: Data processed by researchers (2026)

Based on the model fit test results in Table 9, the SRMR values for the saturated model and the estimated model were each 0.065. This value is below the 0.08 criterion limit, indicating that the research model has a good level of fit between the observed data and the

estimated model. Therefore, the structural model used can be declared feasible and able to adequately represent the relationships between the variables in this study.

Hypothesis Testing

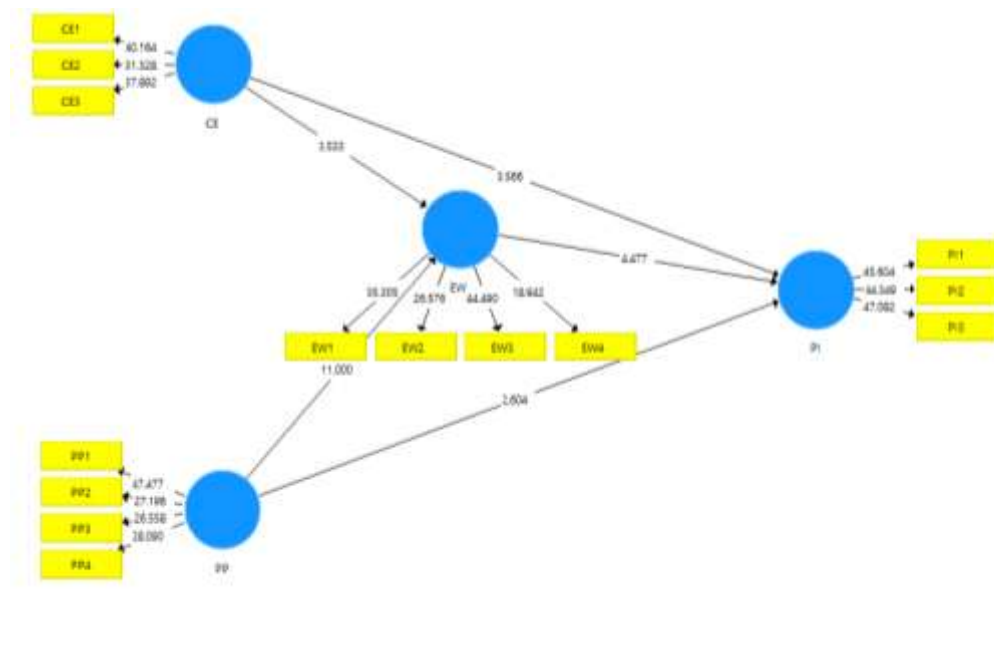


Figure 2. Bootstrapping Output

Source: Data processed by researchers (2026)

Bootstrapping path coefficient diagram shows the T -Statistic value for each relationship between variables in the research model. Significance testing was carried out with the criteria of T -Statistic > 1.96 at a significance level of 5%, so that the relationship between variables is declared significant if it meets this limit. The analysis results show that the relationship between celebrity endorsement and e-WOM has a T-Statistic value of 3.533, while the relationship between celebrity endorsement and purchase intention is 3.566. Both values are above 1.96, so it can be concluded that celebrity endorsement has a positive and significant effect on both e-WOM and purchase intention. Furthermore, the relationship between e-WOM and purchase intention obtained a t-statistic of 4.477, the highest value in the model. This indicates that e-WOM has the strongest influence in driving increased purchase intention. Furthermore, perceived price was also shown to have a positive and significant effect on purchase intention, with a t-statistic of 2.604.

Overall, bootstrapping results indicate that all the main relationships in this study are positive and significant. The e-WOM variable is the most dominant factor influencing purchase intention compared to other variables.

Table 10. Results of Direct Effect Testing

Relationships Between Variables	Original Sample (O)	Sample Mean (M)	STDEV	T Statistics	P Values
PP →EW	0.648	0.649	0.059	10,913	0.000
CE →EW	0.216	0.217	0.061	3,541	0.000

<i>Relationships Between Variables</i>	<i>Original Sample (O)</i>	<i>Sample Mean (M)</i>	<i>STDEV</i>	<i>T Statistics</i>	<i>P Values</i>
<i>EW →PI</i>	0.360	0.361	0.080	4,490	0.000
<i>PP →PI</i>	0.223	0.219	0.087	2,560	0.011
<i>CE →PI</i>	0.296	0.299	0.080	3,694	0.000

Source: Data processed by researchers (2026)

Table 11. *Results of Indirect Effect Hypothesis Testing*

<i>Relationships Between Variables</i>	<i>Original Sample (O)</i>	<i>Sample Mean (M)</i>	<i>STDEV</i>	<i>T Statistics</i>	<i>P Values</i>
<i>PP →EW →PI</i>	0.233	0.236	0.062	3,786	0.000
<i>CE →EW →PI</i>	0.078	0.078	0.026	2,985	0.003

Source: Data processed by researchers (2026)

The Influence of Perceived Price on E-WOM (H1)

The test results show that the relationship between Perceived Price (PP) and e-WOM (EW) has a positive and significant effect. This is evidenced by the path coefficient value of 0.648, the T-Statistics value of 10.913, and P-Values of 0.000. A positive coefficient value indicates that the relationship between the two variables is unidirectional, namely the more positive the consumer's perception of the price of Skintific products, the higher the consumer's tendency to provide reviews or recommendations online. Meanwhile, the T-Statistics value which far exceeds 1.96 and the p-value smaller than 0.05 indicates that the influence is proven to be positive and statistically significant, even becoming one of the strongest relationships in the research model.

In this study, skincare consumers in Jakarta who shop through Shopee tend to compare product prices with their perceived benefits and quality. When prices are perceived as affordable and commensurate with product quality, consumers are satisfied and encouraged to share their experiences through reviews or ratings on digital platforms. This suggests that perceived price not only plays a role in consumers' personal evaluations but also influences digital communication behavior between users.

This finding aligns with research by Ali & Bhasin (2019), which states that the match between price and product quality can encourage consumers to leave positive online reviews. Thus, price perception can be considered a key factor in triggering e-WOM in the e-commerce environment.

H1 is accepted.

The Influence of Celebrity Endorsements on E-WOM (H2)

The analysis results show that celebrity endorsement has a positive and significant effect on e-WOM. This is evidenced by a coefficient value of 0.216, a T-statistic value of 3.541, and a P-value of 0.000. A positive coefficient value indicates a unidirectional relationship, meaning the more effective the use of celebrity endorsement in Skintific product promotion, the higher the consumer's tendency to engage in digital communication related to the product. In addition, a T-statistic value greater than 1.96 and a p-value smaller than 0.05 indicate that the effect is statistically positive and significant. The analysis results show that celebrity endorsement has a positive and significant effect on e-WOM. This indicates that the presence of celebrities in Skintific product promotions can trigger digital communication between

consumers. Consumers in Jakarta who are active on social media tend to follow trends driven by public figures. When celebrities promote a product, consumers become more interested in discussing, commenting on, or providing reviews of the product on digital platforms. This shows that endorsements not only influence direct perceptions but can also spark conversations that expand the dissemination of product information.

This finding is in line with research by Ekasari & Surip (2025) which states that celebrity endorsement can encourage e-WOM activities through digital interactions between users.

H2 is accepted.

The Influence of E-WOM on Purchase Intention (H3)

The test results show that e-WOM has a positive and significant effect on purchase intention. This is evidenced by a coefficient value of 0.360, a T-statistic value of 4.490, and a P-value of 0.000. A positive coefficient value indicates that the relationship between the two variables is unidirectional, that is, the better the quality of e-WOM received by consumers, the higher the consumer's purchase intention for Skintific products. In addition, a T-statistic value greater than 1.96 and a p-value smaller than 0.05 indicate that the effect is statistically proven positive and significant. This coefficient also indicates that e-WOM is a fairly strong factor in increasing consumer purchase intention. The test results show that e-WOM has a positive and significant effect on purchase intention. In Skintific skincare products on Shopee, consumers tend to rely on reviews, ratings, and other users' experiences before making a purchase. Information obtained from other users is considered more realistic and trustworthy than information from advertisements. This becomes increasingly relevant for skincare products, as consumers often seek evidence of real use before making a purchase decision.

These findings support research by Thuy et al. (2024), which explains that e-WOM plays a significant role in consumer purchasing decisions in e-commerce. These results also align with research by Handoyo (2024) and Julia & Ridhaningsih (2024), which shows that user reviews are a dominant factor in driving purchase intention for skincare products on Shopee.

H3 is accepted.

The Influence of Perceived Price on Purchase Intention (H4)

The results of the hypothesis testing indicate a positive and significant relationship between perceived price and purchase intention. This is evidenced by a coefficient value of 0.223, a T-statistic of 2.560, and a P-value of 0.011. A positive coefficient value indicates a unidirectional relationship between the two variables, meaning that the better consumers perceive the suitability of Skintific product prices, the higher their purchase intention. Furthermore, a T-statistic value greater than 1.96 and a p-value less than 0.05 indicate that the relationship is statistically positive and significant, although the strength of the influence is moderate compared to other relationships in the research model. This indicates that consumers who perceive Skintific product prices as appropriate to the benefits they receive tend to have higher purchase intentions. On the Shopee platform, consumers can easily compare prices between products, making price perception an important factor in the pre-purchase evaluation process. However, the relatively moderate coefficient value indicates that skincare product purchasing decisions are also influenced by other factors, such as user reviews and social influence.

This finding aligns with research by Pratama (2024) and Tan & Le (2023), which found that perceived price has a positive influence on purchase intention in the context of online shopping. Thus, price remains a crucial factor in shaping purchase intention, especially when consumers perceive a product as having good value.

H4 is accepted.

The Influence of Celebrity Endorsements on Purchase Intention (H5)

The test results show that the relationship between celebrity endorsement and purchase intention has a positive and significant effect. This is evidenced by a coefficient value of 0.296, a T-statistic value of 3.694, and a P-value of 0.000. A positive coefficient value indicates that the relationship between the two variables is unidirectional, that is, the more positive the consumer's perception of celebrity endorsement, the higher the consumer's purchase intention. In addition, a T-statistic value greater than 1.96 and a p-value smaller than 0.05 indicate that the effect is statistically proven to be positive and significant. In this study, the use of expensive celebrities can increase the appeal of Skintific skincare products while strengthening the brand image in the eyes of consumers. The presence of public figures helps build positive perceptions and increases consumer confidence in trying the promoted products.

This finding aligns with Sun's (2025) research, which showed that celebrity endorsements can increase consumer purchase intentions. This confirms that endorsement strategies remain relevant in digital marketing, particularly in the beauty industry.

H5 is accepted.

The Effect of Perceived Price on Purchase Intention through E-WOM Mediation (H5)

The results of the mediation test show that the relationship between perceived price and purchase intention through e-WOM has a coefficient value of 0.233, with a T-statistic of 3.786 and a P-value of 0.000. A T-statistic value greater than 1.96 and a significance value smaller than 0.05 indicate that the mediating role of e-WOM in the relationship is statistically significant. A positive coefficient indicates that e-WOM strengthens the relationship between perceived price and purchase intention. These results indicate that positive price perceptions not only directly increase consumer purchase intention but also encourage consumers to share their experiences through reviews, ratings, or comments on the Shopee platform. When consumers perceive the price of Skintific skincare products as appropriate for their quality, benefits, and affordability, they tend to provide positive feedback that then becomes a source of information for other consumers. This information builds trust among potential buyers, thereby increasing purchase intention more broadly. For consumers in Jakarta who are very active in online shopping, the review and rating features on Shopee serve as important sources of social validation. Consumers not only assess prices based on their face value, but also consider the experiences of other users conveyed through e-WOM. Therefore, good price perceptions can extend their influence through the dissemination of positive digital information, thus providing a significant indirect impact on purchase intention. When compared to the direct effect of perceived price on purchase intention of 0.223, the indirect effect through e-WOM of 0.233 indicates that the e-WOM mediation channel provides a slightly stronger contribution. This indicates that digital communication plays a significant role in strengthening the influence of price on purchase intention, especially in the e-commerce environment.

This finding aligns with research by Ekasari & Surip (2025), which states that e-WOM can strengthen the influence of marketing factors on purchase intention, particularly for skincare products on e-commerce platforms. This research confirms that consumer reviews function as a social mechanism that increases trust and reduces perceived risk before making a purchase.

H6 is accepted.

The Influence of Celebrity Endorsement on Purchase Intention through E-WOM Mediation (H6)

The test results show that the relationship between celebrity endorsement and purchase intention through e-WOM has a coefficient value of 0.078, with a t-statistic of 2.985 and a p-value of 0.003. This value indicates that e-WOM acts as a significant mediating variable in the relationship, as it meets the criteria for statistical significance. These results indicate that the presence of celebrities in product promotions not only directly influences purchase intention but also generates online discussions, comments, and reviews that ultimately increase consumer purchase interest. For the Skintific skincare product on Shopee, endorsements by public figures can attract consumers' initial attention, but its effectiveness will be stronger when supported by real user responses and experiences shared through e-WOM. Although the mediation coefficient value is smaller than the mediation effect on perceived price, these results still indicate that e-WOM plays a significant role in strengthening the influence of celebrity endorsements. Consumers not only trust celebrity promotions directly but also consider how other consumers respond to these promotions through reviews and product usage experiences. For consumers who actively shop online in Jakarta, celebrity promotions often trigger initial attention to products. However, the final purchase decision is still influenced by the quality of information circulated through e-WOM. In other words, e-WOM serves as a filter that determines whether the influence of celebrity endorsements can actually drive purchase intention.

This finding aligns with research by Julia & Ridhaningsih (2024), which showed that online reviews and communication between consumers can strengthen the effectiveness of promotions in driving skincare product purchase decisions on Shopee. This study confirms that endorsements are more effective when supported by digitally shared user experiences.

H7 is accepted.

CONCLUSION

The results of this study indicate that perceived price has a positive and significant effect on e-WOM and purchase intention, suggesting that when consumers perceive the price of Skintific skincare products as appropriate relative to product quality, they are more likely to share positive reviews and show stronger intentions to purchase. Similarly, celebrity endorsement also has a positive and significant influence on e-WOM and purchase intention, although its effect is relatively weaker compared to perceived price, indicating that while public figures can enhance product attractiveness and shape favorable perceptions, consumer evaluations of price remain more influential. Furthermore, e-WOM significantly affects purchase intention, confirming that reviews, ratings, and user experiences play an important role in shaping consumers' purchasing decisions on the Shopee platform. The mediation analysis reveals that e-WOM strengthens the relationship between both perceived price and

celebrity endorsement with purchase intention, indicating that marketing stimuli become more effective when reinforced by positive digital interactions among consumers. Overall, the indicators used in this study successfully represent the constructs of perceived price, celebrity endorsement, e-WOM, and purchase intention, supporting the theoretical perspective that digital consumer behavior in e-commerce environments is influenced by both marketing strategies and social communication mechanisms. Practically, the findings suggest that skincare brands and e-commerce businesses should prioritize fair pricing strategies, maintain credible product information, and encourage positive user reviews to strengthen purchase intention, while celebrity endorsements should be supported by authentic consumer experiences to generate stronger e-WOM. Future research is recommended to incorporate additional variables such as perceived quality and perceived value, as well as expand the research scope beyond Jakarta to provide a broader understanding of consumer behavior toward skincare products on e-commerce platforms.

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