

The Effect of Celebrity Endorsement, Credibility, Attractiveness, and Trustworthiness on Product Purchase Intention with Mediation Perceived Quality

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Abstract.

This study aims to analyze the influence of celebrity endorsement, celebrity credibility, attractiveness, and trustworthiness on the purchase intention of Indonesian cosmetic products, with perceived quality as the mediating factor. The method used was a quantitative survey, collecting data through an online questionnaire from 150 respondents who use local cosmetic products residing in Jakarta Indonesia. Data analysis was conducted using Structural Equation Modeling Partial Least Squares (SEM-PLS). The results showed that attractiveness, celebrity endorsement, celebrity credibility, attractiveness, and trustworthiness had a positive and significant effect on purchase intention. Furthermore, perceived quality mediated the influence of all four independent variables on purchase intention. These findings indicate that perceived quality plays a significant role in bridging the influence of endorser characteristics on consumer purchase intention. This study is expected to provide theoretical contributions to the development of marketing literature, particularly regarding celebrity endorsements, and provide practical implications, for local cosmetic companies in designing effective promotional strategies to increase consumer purchase intention, with the market in Indonesia.

Keywords: Attractiveness;celebrity endorsement; celebrity credibility; trustworthiness;perceived quality and purchase intention.

I. INTRODUCTION

In today's increasingly competitive marketing era, marketing plays a crucial role in influencing consumer decisions through a combination of various strategic elements. This situation becomes increasingly relevant with the rapid growth of the local cosmetics industry in Indonesia, which faces intense competition from global brands[1]. A local cosmetic brand targeting millennials and Gen Z[2], faces challenges in building quality perceptions and long-term consumer loyalty[3]. One widely used marketing strategy is celebrity endorsement, which has proven effective in increasing brand recall and consumer engagement, particularly through social media platforms like Instagram[4]. The success of this strategy is influenced by celebrity characteristics, including credibility, physical attractiveness, and trustworthiness[5]. Several studies have shown that attractiveness and trustworthiness significantly influence consumer purchase intentions for cosmetic products, although findings regarding celebrity credibility and trustworthiness have inconsistent results. In this context, perceived quality plays a crucial role because it serves as a key determinant of purchasing decisions and a brand's competitive advantage.

Previous studies have confirmed that celebrity endorsement, credibility, attractiveness, and trustworthiness can influence perceived quality and purchase intention, both directly and through mediating mechanisms[6].

However, most previous research has examined these variables partially and has not integrated them simultaneously within a single research model. Therefore, this study aims to comprehensively analyze the influence of celebrity endorsement, celebrity credibility, attractiveness, and trustworthiness on purchase intention for cosmetic products, with perceived quality as a mediating variable[7]. This research is expected to provide theoretical contributions to the development of marketing literature and practical implications for local cosmetics marketing strategies amidst increasingly fierce market competition[8]. This research gap

requires research that simultaneously integrates all dimensions of celebrity characteristics with perceived quality as a mediating variable to provide a more comprehensive understanding of the formation of consumer purchase intention for local cosmetic brands[9]

II. METHODS

This study uses a quantitative approach with a survey method to analyze the influence of celebrity endorsement, celebrity credibility, attractiveness, and trustworthiness on the purchase intention of Emina cosmetic products with perceived quality as a mediating variable. Data were collected through an online questionnaire using a five-point Likert scale (1 = strongly disagree (STS), 2 = disagree (TS), 3 = neutral (N), 4 = agree (S), and 5 = strongly agree (SS). Respondents explained the research objectives before completing the questionnaire to ensure the relevance of their answers[10]. Before the questionnaire was widely distributed, a pretest was conducted on 30 respondents who met the research population criteria. The pretest aimed to assess the clarity, relevance, and consistency of the questionnaire items. Next, an exploratory factor analysis (EFA) using Principal Component Analysis (PCA) was conducted to ensure that each indicator formed the expected construct. The feasibility of the factor analysis was evaluated using the Kaiser-Meyer-Olkin (KMO) value, which must exceed 0.7, and the Bartlett's Test of Sphericity, which showed a significance level below 0.05.

Furthermore, indicators with factor loadings less than 0.5 were excluded from the analysis to ensure construct validity. The study population was the local product users residing in Jakarta, aged 17 to 50. The sampling technique used was purposive sampling with a minimum sample size of 150 respondents. Data collection was conducted from June to August 2025. Instrument validity and reliability were tested through measurement model analysis with the criteria of factor loading > 0.7 , Cronbach's Alpha, and Composite Reliability > 0.7 . Data analysis was conducted using the SEM-PLS approach to examine the influence of celebrity endorsement, celebrity credibility, attractiveness, and trustworthiness on purchase intention, with perceived quality as a mediating variable. Evaluation of the measurement model (outer model) showed that all indicators met the criteria for convergent validity, with factor loading values above 0.70, and the Average Variance Extracted (AVE) value exceeded 0.50. Hypothesis testing was conducted at a 5% significance level ($\alpha = 0.05$). The structural model (inner model) was analyzed using the path coefficient, Adjusted R-Square (R^2), and partial effect size (f^2). Hypothesis testing was conducted using the bootstrapping resampling method using the t-test. Significance testing was performed by comparing the t-statistic value to the t-table value of 1.65, with a p-value < 0.05 . The hypothesis is accepted if the t-statistic value is greater than the t-table value (1.65) and the p-value < 0.05 . Conversely, the hypothesis is rejected if the t-statistic value is less than the t-table value (1.65) and the p-value ≥ 0.05 . [11]

III. RESULT AND DISCUSSION

This study involved 150 respondents with diverse demographic characteristics. Based on gender, as many as (69.33%) were female respondents and (30.67%) were male respondents. In terms of age, most respondents were in the range of 17–25 years (58.67%), while respondents were aged 26–50 years (41.33%), which indicates that local product users are dominated by young consumers. Based on employment status, most respondents were private employees (42.00%), followed by students (36.67%), entrepreneurs (19.33%), and housewives (2.00%). Based on monthly expenditure levels, the largest number of respondents had expenditures of Rp3,000,000–Rp5,000,000 (31.33%), followed by Rp1,000,000–Rp3,000,000 (30.67%), above Rp5,000,000 (21.33%), and below Rp1,000,000 (16.67%). Based on domicile, the largest number of respondents came from West Jakarta (38.00%), followed by North Jakarta (19.33%), South Jakarta and East Jakarta (15.33%), and Central Jakarta (12.00%), indicating that respondents were spread throughout the DKI Jakarta area.

Variables	Items	Loading	Average Variance Extracted	Composite Reliability
<i>CELEBRITY ENDORSEMENT</i>	CE1	0,846	0,704	0,923
	CE2	0,833		
	CE3	0,825		
	CE4	0,86		
	CE5	0,831		
<i>CELEBRITY CREDIBILITY</i>	CC1	0,871	0,737	0,911
	CC2	0,839		
	CC3	0,814		
	CC4	0,871		
	CC5	0,895		
<i>ATTRACTIVENESS</i>	ATT1	0,796	0,671	0,911
	ATT2	0,828		
	ATT3	0,85		
	ATT4	0,768		
	ATT5	0,851		
<i>TRUSTWORTHINESS</i>	TR1	0,871	0,646	0,901
	TR2	0,761		
	TR3	0,811		
	TR4	0,82		
	TR5	0,81		
<i>PERCEIVED QUALITY</i>	PQ1	0,82	0,659	0,906
	PQ2	0,771		
	PQ3	0,814		
	PQ4	0,816		
	PQ5	0,836		
<i>PURCHASE INTENTION</i>	PI1	0,836	0,594	0,879
	PI2	0,737		
	PI3	0,731		
	PI4	0,803		
	PI5	0,742		

Fig 1. Results of Measurement Model Evaluation

Furthermore, the results of the discriminant validity analysis were conducted by referring to cross-loading. These findings indicate that each construct in this study has met the requirements for reliability, convergent validity, and discriminant validity. Thus, these constructs are considered suitable for integration into the analyzed structural model. The results showed that all hypotheses were significantly accepted, but the degree of influence of the variables varied. Perceived Quality (PQ) on Purchase Intention (PI) was the strongest path with a T-statistic of 15.138, confirming that consumers trust product quality more than celebrity promotions. Conversely, the direct effect of trustworthiness on perceived quality was recorded as the lowest (T-statistic of 3.175), thus optimizing brand trust through the formation of perceived quality.

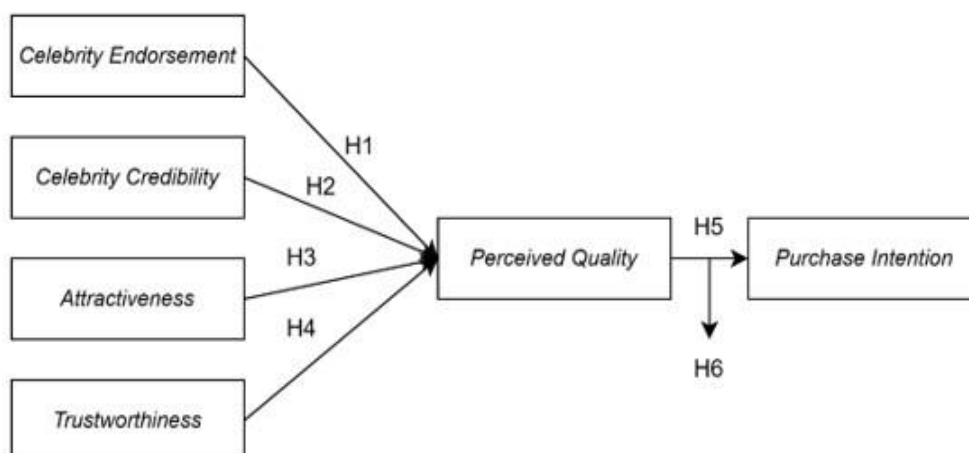
Fig 2. Research Model

Fig 3. Hypothesis Testing of Research Model

Hypothesis	Hypothesis Statement	P-Value	T-Statistik	Information	Conclusion
H1	The influence of celebrity endorsements on perceived quality	0.000	5.392	Data support the hypothesis	Accepted
H2	The influence of celebrity credibility on perceived quality	0.000	4.699	Data support the hypothesis	Accepted
H3	The influence of attractiveness on perceived quality	0.000	5.589	Data support the hypothesis	Accepted
H4	The influence of trustworthiness on perceived quality	0.002	3.175	Data support the hypothesis	Accepted
H5	The influence of perceived quality on purchase intention	0.000	15.138	Data support the hypothesis	Accepted
H6	The influence of celebrity endorsement, celebrity credibility, attractiveness, and trustworthiness on purchase intention is mediated by perceived quality.	0.000	4.917	Data support the hypothesis	Accepted

	R-square	R-square adjusted
PQ	0,350	0,332
PI	0,376	0,372

Fig 4. R-square

Based on the results of the determination coefficient (R-square) test, the R-square value for Perceived Quality (PQ) was 0.350 with an adjusted R-square value of 0.332. These results indicate that the variables of celebrity endorsement, celebrity credibility, attractiveness, and trustworthiness simultaneously explain 35.0% of the variation in perceived quality, while the remaining 65.0% is influenced by other variables outside the research model. Furthermore, the R-square value for Purchase Intention (PI) is 0.376 with an adjusted R-square value of 0.372. This means that the variables of celebrity endorsement, celebrity credibility, attractiveness, trustworthiness, and perceived quality together explain 37.6% of the variation in purchase intention, while the remaining 62.4% is explained by other factors not included in the research model. Overall, these results indicate that the research model has moderate explanatory power, where variables related to celebrity credibility and attractiveness play an important role in shaping perceived quality, which in turn contributes to increasing consumer purchase intention.

	ATT	CC	CE	PQ	PI	TR
ATT				0,182		
CC				0,116		
CE				0,170		
PQ					0,602	
PI						
TR				0,093		

Fig 5. F-square

Based on the F-square test results, it was found that the Attractiveness (ATT) variable had a moderate effect on Perceived Quality (PQ) with a value of 0.182, indicating that the physical attractiveness and personality of celebrities can enhance the perception of local product quality in consumers' minds. The Celebrity Endorsement (CE) variable also showed a moderate effect on Perceived Quality (PQ) with a value of 0.170, indicating that celebrity involvement in product promotions contributes significantly to shaping quality perceptions. Furthermore, Celebrity Credibility (CC) had a small to near-moderate effect on Perceived Quality (PQ) with a value of 0.116, indicating that celebrity expertise and reputation still play a role in enhancing quality perceptions, although not as strongly as the other variables. Meanwhile, Trustworthiness (TR) had a small effect on Perceived Quality (PQ) with a value of 0.093, indicating that trust in celebrities still contributes, but its influence is relatively weaker than the credibility and attractiveness dimensions. Furthermore, Perceived Quality (PQ) demonstrated a very strong influence on Purchase Intention (PI) with a value of 0.602, confirming that perceived quality is a primary factor driving consumer purchase intention. Overall, these results indicate that celebrity attributes (attractiveness, credibility, endorsement, and trustworthiness) play a significant role in shaping perceived quality, which in turn serves as a key link in increasing consumer purchase intention.

IV. CONCLUSION

This study aims to analyze the influence of celebrity endorsement, celebrity credibility, attractiveness, and trustworthiness on purchase intention for the local cosmetic products, with perceived quality as a mediating variable. Based on the analysis using the SEM-PLS approach, it can be concluded that all constructs in the research model meet the validity and reliability criteria, making the model suitable for hypothesis testing[12]. The results indicate that attractiveness, celebrity endorsement, and trustworthiness have a positive and significant effect on perceived quality, while celebrity credibility has a relatively smaller effect. Furthermore, perceived quality has a positive and significant effect on purchase intention and has a very strong effect on size compared to other variables. These findings confirm that perceived quality is a key factor in driving consumer purchase intention for the brand as local cosmetic products. Furthermore, the results of the indirect relationship test indicate that perceived quality acts as a significant mediating variable in the relationship between celebrity characteristics (attractiveness, celebrity credibility, celebrity endorsement, and trustworthiness) and purchase intention[13]. Therefore, this study concludes that local cosmetics with brand marketing strategies need to focus on selecting celebrities with high levels of attractiveness and trustworthiness, supported by consistent efforts to build product quality perceptions to increase consumer purchase intention.

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