
**THE INFLUENCE OF CELEBRITY ENDORSERS AND PERCEIVED
QUALITY ON INTENTION TO PURCHASE LOCAL BEAUTY PRODUCTS:
MEDIATION ANALYSIS OF BRAND LOYALTY AND MODERATION OF
NEGATIVE PUBLICITY**



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Abstract

This research examines the influence of celebrity endorsers and perceived quality on the purchase intention of local beauty products, with brand loyalty as a mediator and negative publicity as a moderator. Using a quantitative approach with the Structural Equation Modeling-Partial Least Square (SEM-PLS) method, data from 180 respondents were analyzed. Convenience sampling, while practical, may limit generalizability due to potential bias. Future studies should consider more diverse sampling techniques. Findings indicate that celebrity endorsers significantly impact purchase intention and brand loyalty, with brand loyalty further enhancing purchase intention. Perceived quality indirectly influences purchase intention through brand loyalty. However, negative publicity does not significantly moderate the relationship between celebrity endorsers and purchase intention. This unexpected result suggests further exploration of the nature of negative publicity and potential moderating factors like product type or celebrity image. This study highlights brand loyalty's critical role in purchasing behavior and offers insights for marketers on leveraging celebrity endorsers effectively. The findings contribute to marketing literature by reinforcing the strategic importance of brand loyalty and endorsement strategies. Future research should explore additional theoretical perspectives to strengthen understanding in consumer behavior and marketing.

Keywords: Celebrity Endorsers, Perceived Quality, Brand Loyalty, Purchase Intention, Negative Publicity

INTRODUCTION

In the face of intense competition and the evolving digital era, companies and business practitioners must implement innovative marketing strategies to survive and expand their market reach. Social media has become a pivotal tool in modern product marketing (Bianchino, 2019). The number of active social media users worldwide was estimated at 4.6 billion in 2022, representing approximately 60% of the global population, with projections reaching nearly 6 billion by 2027 (Statista, 2022). This widespread usage has led brands to leverage social networking sites such as Facebook, Instagram, and TikTok for marketing. Users on these platforms actively create content, sharing product reviews, personal experiences, and opinions, often influencing brand perception (Masuda, Han, and Lee, 2022). These individuals, known as "social media influencers," play a key role in shaping consumer behavior. Within specific niches, influencers in the beauty industry are referred to as "beauty influencers," who specialize in cosmetic and skincare content (Garg and Bakshi, 2024).

The beauty industry has seen significant growth, particularly in local beauty product sales, which now compete with international brands. Factors influencing the success of local beauty brands include quality, pricing, composition, and packaging. Statistical data indicates that the global cosmetics industry surged by 25.2% in online sales in 2021. In Indonesia, Nielsen and Euromonitor data show that since 2017, the beauty industry has experienced an 11.99% annual growth rate, contributing IDR 19 trillion, with an annual increase of 10% over the past six years. Additionally, beauty product exports have grown steadily at 3.56% from 2013 to 2017 (GoodStats.id, Naomi, 2022). Prominent local brands such as Azarine, Emina, Wardah, Make Over, and Somethinc illustrate this success. However, as the industry grows, consumer preferences become increasingly complex, demanding innovative promotional strategies, including celebrity endorsements. Social media users often rely on likes, comments, and shares as indicators of a product's reputation (Praswati and Suryandari, 2021).

Celebrity endorsements serve as a strategic tool in enhancing brand visibility and purchase intention. However, other critical factors influence consumer decisions, including perceived quality and brand loyalty. Perceived quality reflects how consumers evaluate a brand's superiority, which in turn enhances brand loyalty (Aaker, 2020). While previous studies highlight the positive impact of celebrity endorsers—emphasizing attractiveness,

credibility, and relatability (Osei-Frimpong, Donkor, and Owusu-Frimpong, 2019)—endorsements also carry risks. Negative publicity associated with endorsers can affect consumer perceptions (Zhou and Whitla, 2013). However, findings on the impact of negative publicity are inconclusive. While some studies suggest that it harms purchase intention, others, such as Singh et al. (2021), indicate that consumer interest remains unaffected. This raises questions about the extent to which negative publicity moderates the relationship between celebrity endorsement and purchase intention.

Despite the growing influence of social media influencers, the extent to which celebrity endorsements, combined with perceived quality and brand loyalty, influence purchase intentions for local beauty products remains underexplored. While previous research has examined celebrity endorsements and perceived quality, few studies have integrated the mediating role of brand loyalty and the moderating role of negative publicity in the context of local beauty brands. Therefore, this study aims to explore how celebrity endorsers and perceived quality impact purchase intention, mediated by brand loyalty and moderated by negative publicity. The findings are expected to provide valuable insights into refining social media advertising strategies and enhancing promotional efforts for local beauty brands.

REVIEW OF LITERATURE

Social Influence Theory (SIT)

Social Influence Theory (SIT) explores the mechanisms through which individuals shape each other's behaviors, attitudes, and decisions (Haryono, 2015). It posits that social interactions play a crucial role in influencing individual choices within a group (Li, 2013). This theory is particularly relevant in marketing, where persuasive communication and social dynamics affect consumer behavior. For instance, Osei-Frimpong, Donkor, and Owusu-Frimpong (2019) highlight that celebrity endorsements serve as an effective means of social influence, shaping consumer purchase intentions. The role of celebrity endorsers in marketing can be better understood through their impact on consumer perceptions, brand associations, and purchasing behaviors, which will be discussed in the subsequent sections.

Celebrity Endorser and Purchase Intention

A celebrity endorser is a public figure renowned for achievements in a particular field, leveraged by brands to promote products (Dwivedi, Johnson, and McDonald, 2015). Yuniartika (2022) found that celebrity endorsements create positive associations with brands, fostering trust and a favorable brand image. Research by Osei-Frimpong, Donkor, and Owusu-Frimpong (2019) supports this, suggesting that the attractiveness, trustworthiness, and relatability of celebrities significantly enhance purchase intention. However, contrary findings from Styaningrum (2022) suggest that celebrity endorsements may not always translate into actual purchase decisions. These conflicting results may stem from variations in target audiences, cultural influences, or product categories. To further investigate this relationship, the hypothesis is formulated as follows:

H1: Celebrity endorsement positively influences consumers' purchase intentions for local beauty products.

Perceived Quality and Purchase Intention

Perceived quality reflects consumers' evaluation of a product's overall excellence or superiority (Aaker, 2020). Studies by Ningrum (2019) and Hanslim, Jaya, and Prasetyawati (2020) emphasize that high perceived quality leads to greater consumer trust and purchase likelihood. However, contrary findings by Yonathan and Sukirno (2015) suggest that perceived quality does not always drive purchase intention. This discrepancy may be attributed to factors such as brand positioning, consumer expectations, or price sensitivity. Given these mixed findings, the hypothesis is formulated as follows:

H2: Perceived quality positively affects consumers' purchase intentions for local beauty products.

Brand Loyalty and Purchase Intention

Brand loyalty is characterized by consistent repeat purchases and a strong emotional connection with a brand (Andriani and Bunga, 2017). Osei-Frimpong, Donkor, and Owusu-Frimpong (2019) found that brand loyalty enhances purchase intentions by reinforcing trust and habitual purchasing behavior. Mookda et al. (2020) support this, showing that higher brand loyalty correlates with greater willingness to repurchase. Given this strong link, the hypothesis is:

H3: Brand loyalty positively influences consumers' purchase intentions for local beauty products.

Celebrity Endorser and Brand Loyalty

Celebrity endorsements not only influence purchase intentions but also foster long-term brand loyalty. Emotional connections between consumers and endorsed brands contribute to brand attachment and loyalty (Osei-Frimpong, Donkor, and Owusu-Frimpong, 2019). However, findings by Siyal et al. (2021) suggest that celebrity endorsements do not always guarantee brand loyalty, particularly if consumer-brand relationships are weak. These conflicting results may be influenced by factors such as endorsement authenticity, consumer skepticism, or product involvement. Given these considerations, the following hypotheses are proposed:

H4: Celebrity endorsement positively influences brand loyalty for local beauty products.

H6: Celebrity endorsement positively influences purchase intentions mediated by brand loyalty.

Perceived Quality and Brand Loyalty

High perceived quality enhances brand trust and long-term loyalty (Al Rizky and Utomo, 2017). Osei-Frimpong, Donkor, Owusu-Frimpong (2019), and Sulistiyono (2017) found that consumers who perceive a brand as high-quality are more likely to remain loyal over time. However, the degree of impact may vary based on consumer expectations, market competition, and product category. Based on this, the following hypotheses are formulated:

H5: Perceived quality positively influences brand loyalty for local beauty products.

H7: Perceived quality positively influences purchase intentions mediated by brand loyalty.

Negative Publicity

Negative publicity can significantly affect consumer perceptions, particularly for celebrity-endorsed products. While some studies, such as Thwaites et al. (2012), argue that negative publicity tarnishes celebrity and brand reputations, others, like Zhou and Whitla (2013), suggest that it can paradoxically increase consumer interest. The rapid spread of negative publicity through social media further complicates its impact (Claeys and Cauberghe, 2014). Osei-Frimpong, Donkor, and Owusu-Frimpong (2019) found no

significant impact of negative publicity on purchase intentions, whereas Prameswara and Sjabadhyni (2018) suggested that negative publicity can sometimes reinforce consumer engagement. These conflicting findings may be explained by factors such as product type, consumer skepticism, and crisis response strategies. To explore this further, the following hypothesis is proposed:

H8: Negative publicity weakens the influence of celebrity endorsement on purchase intentions.

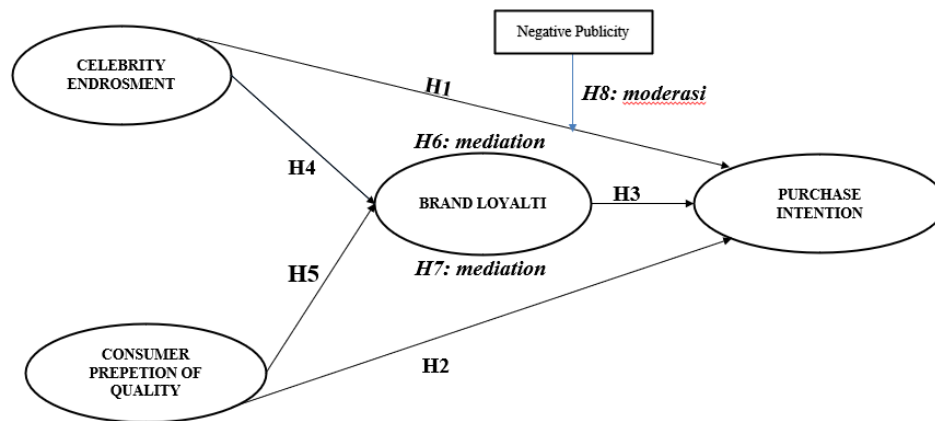


Figure 1.
Research Framework

RESEARCH METHOD

Population, Sample Size, and Data Collection

This research is an associative study that explores the relationships between variables without establishing definitive causal claims (Kusuma, Rahardo Suprpto, and Agus Setyawan, 2023). The quantitative approach investigates the influence of celebrity endorsers and perceived quality on purchase intention, with brand loyalty as a mediating variable. Additionally, this study examines the moderating role of negative publicity in the relationship between celebrity endorsers and purchase intention for local beauty products.

Data from Reportal indicate that by early 2024, Indonesia will have 185.3 million internet users, representing an internet penetration rate of 66.5%, along with 139 million social media users, which accounts for 49.9% of the population. The sampling method applied is convenience sampling, a type of non-probability sampling, which does not guarantee equal opportunities for all population members and may introduce selection bias. While convenience sampling allows for easier data collection, it may lead to an over- or

under-representation of certain demographics. To mitigate potential biases, the study carefully defines the inclusion criteria for respondents: 1) active social media users, 2) aged 18–40 years, 3) familiar with celebrity endorsers, and 4) aware of or users of local beauty products.

The sample size is determined using non-probability techniques, with consideration of prior studies and practical feasibility. A power analysis is conducted to ensure the sample size is sufficient for detecting significant relationships. The final sample consists of 180 respondents, which aligns with recommendations for structural equation modeling (SEM) analysis.

Data collection is conducted through a Google Forms questionnaire using a 5-point Likert scale, ranging from "Strongly Disagree" to "Strongly Agree." This approach allows for quantifiable measurements of respondents' perceptions and attitudes.

Instrument

Building on prior studies, this research adopts and modifies previously validated instruments to suit the context of local beauty products and social media influencers. The modifications involve adjusting wording to enhance relevance and clarity for respondents. To ensure ease of understanding, the questionnaire is designed using simple and neutral language, making it accessible for respondents. A pilot test is conducted to assess comprehension and refine the instrument where necessary.

Data Analysis Methods

The data analysis in this study employs SEM-PLS to assess the predictive relationships between constructs (Rahma, Sumarwan, and Nurhayati, 2023). Data is processed using the SmartPLS 3 software (Praswati and Suryandari, 2021) to evaluate variable intensity and structural models.

Before hypothesis testing, several evaluations are conducted, including:

- **Validity tests** to confirm the instrument's accuracy in measuring intended constructs.
- **Reliability tests** to ensure consistent results across different samples.
- **Overall model fit** to measure the model's alignment with the data.
- **Determination of coefficients** to assess the strength of relationships between variables (Radiansyah and Ananda, 2021).

These steps are crucial to ensure the research model is valid and reliable before concluding the proposed hypotheses. Additionally, potential biases stemming from respondent characteristics, such as pre-existing attitudes toward social media influencers and beauty products, are acknowledged as study limitations and considered when interpreting the findings.

RESULTS AND DISCUSSION

Respondent Demographics

Table 1
Demographic Data of the Respondents

Demographic Variable	Frequency	Percentage
Gender		
Female	108	60%
Male	72	40%
	180	
Age		
18 - 25 Years	160	89%
26 - 35 Years	20	11%
	180	
Last Education		
High School / Equivalent	118	66%
College	62	34%
	180	
Current Job		
Student	123	68%
Private Employee	23	13%
Civil Servant	12	7%
Entrepreneur	11	6%
Other	11	6%
	180	
Expenditure on local Beauty Products in 1 month		
Rp 200.000 - Rp 500.000	92	51%
< Rp 100.000	48	27%
Rp 600.000 - Rp 1.000.000	33	18%
> Rp 1.000.000	7	4%
	180	

Source: Individual processing data, 2024

Based on Table 1, the majority of survey respondents are female (60%), aged 18-25 years (89%), and high school graduates (66%). The predominance of young respondents skews the sample toward a demographic that is likely the target market for local beauty products but may not fully represent the broader consumer base, particularly older consumers. Additionally, 68% of respondents are students, indicating a strong bias towards price-sensitive individuals, which may limit the applicability of the results to working professionals who may have different purchasing behaviors.

Regarding spending habits, most respondents (51%) allocate between IDR 200,000 and IDR 500,000 per month on local beauty products, while only 4% spend over IDR 1,000,000. The spending categories, though insightful, may need further refinement to capture more detailed spending patterns, particularly among high-spending consumers.

Measurement Procedure

The data was analyzed using Smart PLS version 3, chosen due to its ability to handle complex models, analyze non-normally distributed data, and work efficiently with smaller sample sizes (Koay et al., 2021b). The analysis includes an evaluation of the measurement model (outer model) and the structural model (inner model).

Outer Model Assessment

Table 2
Construct Validity

Constructs	Items	Validity Outer Loadings	VIF	Cronbach's Alpha	Reliability Composite Reliability	AVE
Brand Loyalty	BL1	0,887	2,984	0,893	0,922	0,702
	BL2	0,810	2,271			
	BL3	0,847	2,358			
	BL4	0,843	2,376			
	BL5	0,799	2,113			
Celebrity Endorser	CE2	0,797	1,960	0,851	0,899	0,691
	CE4	0,856	2,091			
	CE5	0,796	1,685			
Negative Publicity	CE6	0,872	2,284	0,881	0,918	0,737
	NP2	0,842	2,249			
	NP3	0,847	2,198			
	NP5	0,845	2,107			
	NP6	0,900	2,953			

	PI1	0,793	1,796			
Purchase Intention	PI3	0,873	2,452	0,870	0,911	0,720
	PI4	0,880	2,594			
	PI6	0,845	2,096			
Perceived Quality	PQ1	0,833	1,864			
	PQ4	0,789	2,011	0,854	0,901	0,695
	PQ5	0,865	2,575			
	PQ6	0,847	2,037			

Source: SmartPLS Version 3 application data processing results, 2024

The outer model analysis confirms that all constructs meet the validity and reliability criteria. All outer loadings exceed 0.7, ensuring strong convergent validity, and Average Variance Extracted (AVE) values surpass the threshold of 0.5. Additionally, Variance Inflation Factor (VIF) values are below 5, indicating no multicollinearity issues. The constructs demonstrate high reliability, with Cronbach’s Alpha and Composite Reliability values exceeding 0.7.

According to Table 3, all Heterotrait-Monotrait Ratio (HTMT) values demonstrate strong discriminant validity. The discriminant validity of a construct can be assessed using the HTMT method. As stated by Ghozali (2021:95), a construct is considered to have adequate discriminant validity if its HTMT value is less than 0.90. This threshold indicates that each construct is sufficiently distinct from others, thereby minimizing the risk of multicollinearity. Furthermore, the results of convergent validity testing, which evaluates the degree to which indicators within a single construct are interrelated, are presented as follows:

Table 3
Heterotrait-Monotrait Ratio (HTMT)

	Brand Loyalty	Celebrity Endorser	Negative Publicity	Perceived Quality	Purchase Intention
Brand Loyalty					
Celebrity Endorser	0,619				
Negative Publicity	0,644	0,725			
Perceived Quality	0,774	0,702	0,584		
Purchase Intention	0,861	0,800	0,743	0,760	

Source: SmartPLS Version 3 application data processing results, 2024

Inner Model Assessment

Table 4
Construct Hypothesis

	Hypothesis	Path Coefficient	Standard Deviation	T Value	P Values	Decision
H1	Celebrity Endorser - > Purchase Intention	0,306	0,083	3,688	0,000	Supported
H2	Perceived Quality -> Purchase Intention	0,102	0,128	0,796	0,426	Not Supported
H3	Brand Loyalty -> Purchase Intention	0,431	0,120	3,601	0,000	Supported
H4	Celebrity Endorser - > Brand Loyalty	0,218	0,089	2,450	0,015	Supported
H5	Perceived Quality -> Brand Loyalty	0,554	0,087	6,356	0,000	Supported
H6	Celebrity Endorser - > Brand Loyalty -> Purchase Intention	0,094	0,044	2,149	0,032	Full mediated
H7	Perceived Quality -> Brand Loyalty -> Purchase Intention	0,239	0,072	3,307	0,001	Full mediated
H8	Negative Publicity*Celebrity Endorser -> Purchase Intention	0,015	0,030	0,496	0,620	Not Supported

Source: SmartPLS Version 3 application data processing results, 2024

The hypothesis testing results provide several significant findings:

- 1. Celebrity Endorsers positively influence Purchase Intention (H1, p = 0.000)**, confirming the impact of celebrity endorsements in driving purchase behavior.
- 2. Perceived Quality does not significantly affect Purchase Intention (H2, p = 0.426)**. This contradicts common marketing research findings, suggesting that other factors, such as branding or endorsements, may play a more dominant role in this context.
- 3. Brand Loyalty positively influences Purchase Intention (H3, p = 0.000)**, highlighting the importance of fostering brand loyalty to enhance consumer commitment.

4. **Celebrity Endorser positively affects Brand Loyalty (H4, $p = 0.015$)**, showing that endorsements not only drive purchase behavior but also enhance long-term consumer relationships.
5. **Perceived Quality significantly impacts Brand Loyalty (H5, $p = 0.000$)**, suggesting that quality remains essential in maintaining customer retention, even if it does not directly drive initial purchase decisions.
6. **Brand Loyalty fully mediates the relationship between Celebrity Endorser and Purchase Intention (H6, $p = 0.032$) and Perceived Quality and Purchase Intention (H7, $p = 0.001$)**. This highlights the indirect influence of these variables on purchase decisions, emphasizing the need for brands to build long-term loyalty.
7. **Negative Publicity does not significantly moderate the relationship between Celebrity Endorser and Purchase Intention (H8, $p = 0.620$)**. This is an unexpected finding, as negative publicity often plays a crucial role in shaping consumer perceptions. Future research should explore whether this result is due to consumers' tendency to separate brand image from temporary controversies.

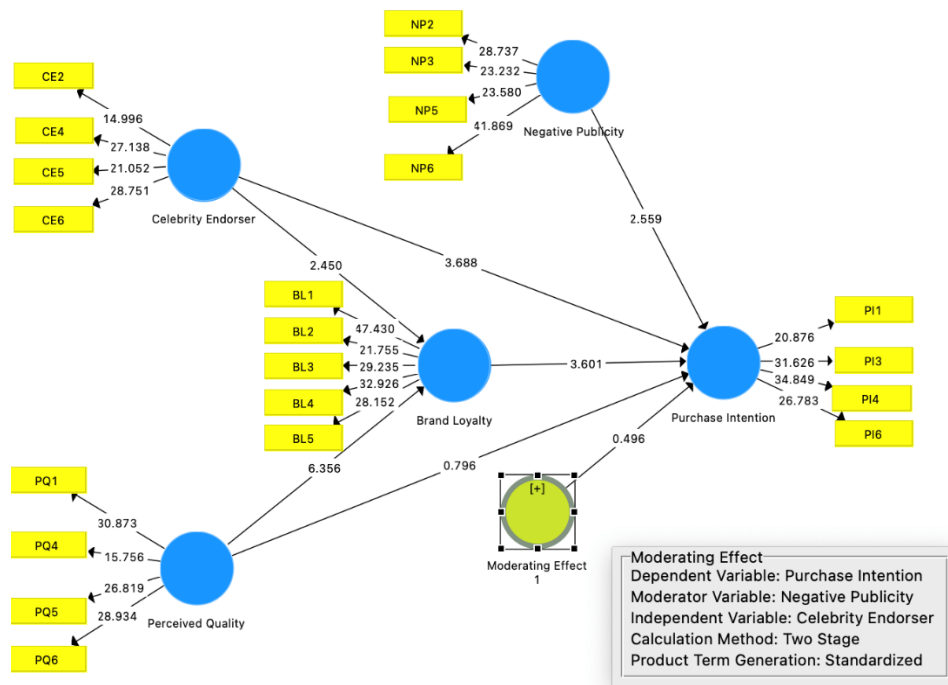


Figure 2.
PLS Output of Structural Model
 Source: Research Results 2025

Discussion

The findings of this study indicate that celebrity endorsers significantly influence purchase intention, which is consistent with prior research. Aprila, Ginting, and Ayuda (2024) found that the credibility of celebrity endorsers positively impacts consumer purchasing decisions by enhancing trust in the promoted products. Likewise, Macheka, Quaye, and Ligaraba (2024) emphasized that emotional connections between celebrities and consumers play a crucial role in shaping buying intentions. This suggests that consumers may prioritize their affinity for a celebrity over other product attributes when making purchase decisions.

Interestingly, this study did not find significant evidence supporting the impact of perceived quality on purchase intention. While Sangwan and Gandhi (2024) also noted that perceived quality alone may not always be a determining factor, this study suggests possible reasons for the disconnect. One potential explanation is that respondents, who predominantly purchase local beauty products, may already perceive them as offering good value for money, thereby diminishing the role of quality in their decision-making process. Another plausible reason is that strong celebrity endorsements may overshadow the importance of perceived quality, making consumers more likely to base their decisions on the endorser rather than product attributes. Future research could explore whether different product categories or consumer segments might exhibit stronger quality-driven purchase behaviors.

The study confirms that brand loyalty significantly impacts purchase intention, aligning with the theory proposed by Mookda et al. (2020), which emphasizes that brand loyalty is a key driver of repeated purchases. As highlighted by Simamora (2018), brand loyalty is shaped not only by product quality but also by the emotional bonds consumers develop with brands. This finding underscores the importance of fostering long-term relationships with consumers beyond initial purchase incentives.

Moreover, the study identifies celebrity endorsers and perceived quality as influential factors in shaping brand loyalty. This supports the framework proposed by Nguyen and Simkin (2017), which posits that brand equity is built through consumer loyalty driven by various elements, including brand image and product quality. Consumers who feel emotionally connected to a celebrity endorser and perceive satisfactory product quality are more likely to develop brand loyalty, ultimately reinforcing their purchase intentions.

However, this study does not account for other potential moderators or mediators, such as consumer values, social influence, or negative publicity. Future research should examine whether these factors further explain variations in purchase intentions beyond those identified in this study.

From a practical standpoint, these findings have several implications for marketing professionals, particularly those in the local beauty product industry. Brands should consider leveraging celebrity endorsements strategically, ensuring that the chosen endorsers align with their target audience's preferences and values. Additionally, fostering brand loyalty through consistent engagement, personalized marketing, and community-building initiatives could enhance long-term consumer retention. Given that perceived quality did not significantly impact purchase intentions, marketers might benefit more from emphasizing emotional storytelling and aspirational branding rather than solely focusing on product attributes.

Finally, the study's sample characteristics—primarily young, female, student respondents may have influenced the findings. Young consumers often exhibit strong preferences for celebrity-endorsed products, and their purchasing decisions may be more driven by social influence than perceived quality. Future research should explore whether these trends hold across different demographic groups, particularly among older consumers or those with higher purchasing power, to gain a more comprehensive understanding of purchase intention drivers in the beauty industry.

CONCLUSION

This study highlights the impact of celebrity endorsers and perceived quality on purchase intention for local beauty products, with brand loyalty as a key mediator. Celebrity endorsers significantly influence both purchase intention and brand loyalty, while brand loyalty enhances purchase intention. Perceived quality does not directly affect purchase intention but contributes to brand loyalty, which mediates its effect. Negative publicity does not moderate the relationship between celebrity endorsers and purchase intention, indicating the robustness of endorsements. These findings suggest that marketing strategies should focus on strengthening brand loyalty alongside endorsements to sustain long-term consumer interest. However, limitations include convenience sampling, potential demographic

influences on responses to negative publicity, and the study's focus on local beauty products. Future research should expand the scope of variables, methods, and samples for a more comprehensive understanding.

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