
The Influence of Celebrity Endorsement on Repurchase Intention with the Role of Brand Image, Brand Credibility, and Brand Trust as Mediation on the Somethinc Brand

Windy Christalia, Maya Ariyanti, Dedi Iskamto

Telkom University, Indonesia

Email: christaliawindy@gmail.com, ariyanti@telkomuniversity.ac.id,

deditaba@telkomuniversity.ac.id

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ABSTRACT

The beauty industry in Indonesia is increasingly competitive with local brands such as Somethinc using celebrity endorsements as a marketing strategy. This study analyzes the influence of celebrity endorsement (attractiveness, trustworthiness, and expertise) on repurchase intention with brand image, brand credibility, and brand trust as mediation variables. The research method used a quantitative approach with 397 respondents analyzed using Partial Least Square-Structural Equation Modeling (PLS-SEM). The results of the study show that celebrity endorsements have a significant effect on brand image, brand credibility, and brand trust. Brand image and brand credibility have been shown to have a positive effect on repurchase intention, while brand trust does not show a significant influence. In mediation analysis, brand image mediates the relationship between trustworthiness and expertise and repurchase intention, while brand credibility mediates the relationship between attractiveness and expertise and repurchase intention. However, brand trust does not significantly mediate the relationship between celebrity endorsement and repurchase intention. This research provides practical implications that companies need to select endorsers based on trust and expertise, as well as build a strong brand image and credibility to increase consumer loyalty.

INTRODUCTION

The global beauty industry has experienced tremendous growth in the last decade, with a projected market value of 758.4 billion USD by 2025 (Statista, 2023). This growth is driven by increasing consumer awareness of skincare, social media influence, and ongoing product innovation (Chin et al., 2018; Choi et al., 2022; Ribeiro et al., 2022). Amidst this global growth, the phenomenon of celebrity endorsements has become the dominant marketing strategy, with more than 70% of international beauty brands using celebrities or influencers as their brand ambassadors (Forbes, 2022). This strategy has proven effective in building brand awareness and driving purchase intent; however, its impact on long-term loyalty and repurchase intention remains an ongoing academic debate.

Globally, consumer behavior in the beauty industry shows a significant shift from impulse purchases to more planned and repetitive decisions. McKinsey research (2022) reveals that 65% of global consumers tend to be loyal to brands that have credible and authentic endorsers. However, the main challenge brands face is how to transform initial purchases influenced by celebrity endorsements into sustainable repurchase intentions. This is crucial considering that the cost of

acquiring new customers is five times more expensive than retaining existing customers (Harvard Business Review, 2021).

In Indonesia, the beauty industry is demonstrating very interesting dynamics, with growth that even exceeds the global average. According to data from the Food and Drug Control Agency (BPOM), the number of companies engaged in the beauty industry increased by 20.6% from 819 in 2021 to 913 in July 2022 (Kompas.id, 2022). This phenomenon showcases the resilience of the beauty industry, even amidst the COVID-19 pandemic where many other business sectors have contracted. Beauty products have recorded the highest revenue in the Fast Moving Consumer Goods (FMCG) market, with a value of 79 billion rupiah within one year, confirming the immense potential of this industry (GoodStat, 2022).

The growth of the global skincare sector in Indonesia is expected to accelerate to 1.5% by 2024, driven by increased purchasing power, growth in e-commerce sales, and lifestyle changes among Indonesians who are increasingly aware of the importance of skincare (Statista, 2023). Indonesia's demographic factors—with a large young population and high internet penetration rate—create a highly promising market for beauty brands, both local and international. However, this also leads to increasingly fierce competition among brands vying for *mind share* and *market share* among Indonesian consumers.

Somethinc, a local skincare brand launched in May 2019, has shown remarkable achievements in the Indonesian beauty industry landscape. According to research conducted by the Kompas team on skincare brands in Indonesia during the April–June 2022 period, *Somethinc* ranked first as the best-selling local skincare brand in e-commerce, with total sales of 53 billion rupiah (Kompas, 2022). This achievement is particularly impressive considering the relatively young age of the brand in an industry dominated by established brands with decades-long track records.

Competition in the Indonesian beauty industry is intensifying with the presence of strong competitors such as *Scarlett*, which has total revenue exceeding 40 billion rupiah, and *Scarlett* serum products ranked first in their category with total revenue of Rp. 4.4 billion (Taufiqah & Yogi Sari, 2023). This competition is marked by distinct brand positions: *Somethinc* is renowned for its commitment to natural and organic ingredients, *Scarlett* emphasizes sophisticated and scientific formulations, and *Wardah* highlights the use of *halal* ingredients (Husna et al., 2022). The complexity of this competition demands that each brand develop a marketing strategy that is not only effective in the short term but also capable of building long-term consumer loyalty.

Somethinc adopted an innovative celebrity endorsement strategy through collaboration with the K-pop group *NCT Dream*, aiming to deliver special packages for consumers and *NCT* fans, known as *NCTzen*. According to *Somethinc*'s Co-founder and President, Marsela Limesa, this collaboration is based on shared principles between *Somethinc* and *NCT Dream*, with the inception of *Somethinc* rooted in the dream of offering quality beauty products to help consumers achieve their dream skin. This strategy is intended not only to extend reach within the K-pop enthusiast segment but also to build an aspirational brand image, increase brand trust, and foster consumer repurchase intent.

The urgency of this research derives from the complexity of the relationship between celebrity endorsements and consumer behavior within increasingly sophisticated digital marketing contexts. While celebrity endorsements have proven effective in increasing brand awareness and initial purchases, a gap remains in understanding how the strategy can be transformed into a sustainable

competitive advantage through repurchase intention. This is crucial given that the customer lifetime value derived from repeat customers is significantly higher than that of one-time buyers. Additionally, in the digital era—where consumers have access to abundant information and diverse choices—building consumer loyalty is an increasingly complex challenge.

Previous studies have explored various aspects of celebrity endorsements and their impact on consumer behavior. Koay et al. (2021) examined the effects of social media influencers' trust, attractiveness, and expertise on purchase intention, with materialism as a moderating factor, and found that trust and expertise are significant predictors of consumer purchase intention. Research by Khan & Zaman (2021) utilized signaling theory to explain how celebrity endorsements impact luxury brand purchase intentions, with psychological ownership, brand trust, and brand attitude as mediating variables. Leite & Baptista (2021) analyzed the influence of social media influencers' self-disclosure on behavioral intentions through source credibility, parasocial relationships, and brand trust.

Research focusing on the Indonesian context has also been conducted by several scholars. Adriansyah et al. (2023) explored the influence of celebrity endorsement on repurchase intention, with brand attitude, brand credibility, and brand image as mediating variables for *Somethinc* products, finding that celebrity endorsements confer global appeal to enhance brand credibility. Rahmani et al. (2022) analyzed the effects of celebrity endorsement, brand image, and brand trust on purchase decisions for *Somethinc* products, concluding that brand trust positively influences purchase decisions. Indrawati et al. (2022) examined the influence of electronic word-of-mouth via TikTok on purchase intention for *Somethinc* products, finding that eWOM significantly affects purchase intention, with a model explaining 21.1% of the purchase intention variable.

The novelty of this research lies in its integrative approach, combining three main mediating variables (brand image, brand credibility, and brand trust) into one comprehensive model to analyze the relationship between celebrity endorsement and repurchase intention. Unlike previous studies that tended to focus on one or two mediating variables, this study adopts a holistic perspective, enabling a deeper understanding of the psychological mechanisms that shape consumer brand loyalty. Additionally, this research offers significant contextual contributions by focusing on local Indonesian brands that have achieved market leadership in a competitive industry, providing valuable insights for strategic brand management in emerging markets.

The theoretical contribution of this research includes enhanced understanding of the Source Credibility Model in the context of digital marketing and consumer behavior in emerging markets. It also advances brand equity theory, integrating dimensions of celebrity endorsement (attractiveness, trustworthiness, expertise) with elements of brand equity (brand image, brand credibility, brand trust) within a unified framework. Methodologically, the study utilizes Structural Equation Modeling-Partial Least Square (*SEM-PLS*), allowing for the simultaneous analysis of multiple relationships within complex models.

The main objective of this study is to analyze the influence of celebrity endorsement (encompassing attractiveness, trustworthiness, and expertise) on repurchase intention, considering the mediating roles of brand image, brand credibility, and brand trust for the *Somethinc* brand. Specifically, the study aims to: (1) analyze the direct effects of each celebrity endorsement dimension on brand image, brand credibility, and brand trust; (2) evaluate the impact of brand image,

brand credibility, and brand trust on repurchase intention; (3) examine the mediating roles of brand image, brand credibility, and brand trust in the relationship between celebrity endorsement and repurchase intention; and (4) offer strategic recommendations for optimizing celebrity endorsement strategies to build sustainable competitive advantage.

The benefits of this research are evident from both academic and practical perspectives. Academically, it enriches the literature on celebrity endorsements and consumer behavior, particularly in emerging markets and digital marketing contexts. The study also offers empirical evidence regarding the effectiveness of celebrity endorsements in building brand equity and fostering customer loyalty within the beauty industry. On a practical level, the research provides actionable insights for brand managers on optimizing celebrity endorsement strategies, developing effective brand positioning, and constructing sustainable customer retention programs.

Finally, the implications of this research are highly relevant for various stakeholders in the Indonesian beauty industry. For brand managers, it offers a framework for evaluating and optimizing celebrity endorsement strategies with a focus on long-term brand building rather than simply boosting short-term sales. For marketing practitioners, it supplies evidence-based guidelines for selecting appropriate celebrity endorsers and developing effective integrated marketing communications. For policymakers and industry associations, the research provides insights into the dynamics of Indonesia's beauty industry and the potential for developing local brands capable of competing globally. For the academic community, this work opens up new opportunities for further study on the effectiveness of celebrity endorsements across various industries and geographical contexts.

RESEARCH METHODS

This study uses a quantitative approach with a descriptive design and adopts a positivism paradigm. The research strategy employed is a survey with the unit of analysis being individuals, specifically *Somethinc* consumers aged at least 17 years in the Greater Jakarta area.

The study population consists of consumers who have purchased *Somethinc* products within the last six months. The sampling technique utilized is *purposive sampling*, with the sample size calculated using the Lameshow formula. With a confidence level of 95% and a margin of error of 5%, a minimum sample size of 384 respondents was determined. This study successfully collected 401 respondents, and after a screening process, 397 respondents who met the criteria remained.

Data collection was conducted using an electronic questionnaire with a Likert scale ranging from 1 to 5. The research variables comprised celebrity endorsement (attractiveness, trustworthiness, expertise) as independent variables, repurchase intention as the dependent variable, and brand image, brand credibility, and brand trust as mediating variables.

Data analysis was performed using Partial Least Square-Structural Equation Modeling (*PLS-SEM*) with SmartPLS 3.3.3 software. The analysis stages included validity and reliability testing (outer model), structural model testing (inner model), and hypothesis testing using the bootstrapping method.

RESULTS AND DISCUSSION

Respondent Characteristics

This study succeeded in collecting data from 401 respondents through an electronic questionnaire. After going through the screening process based on the research criteria, 397 respondents were obtained who were eligible for further analysis. The distribution of respondent characteristics showed that the majority of respondents were women (314 respondents), while men were 21.7% (85 respondents). The dominance of female respondents is in accordance with the main target market of skincare products which are indeed more widely used by female consumers.

Based on age distribution, the largest respondents were in the age range of 21-23 years old at 50.3% (181 respondents), followed by the age group over 24 years old at 25% (90 respondents), and the age group of 17-20 years old at 24.7% (89 respondents). This age composition shows that Somethinc's target market is dominated by the younger generation who are active on social media and responsive to celebrity endorsements.

Table 1. Respondent Characteristics

Characteristics	Category	Sum	Percentage (%)
Gender	Man	85	21,7
	Woman	314	78,3
Age	17-20 years old	89	24,7
	21-23 years old	181	50,3
	>24 years old	90	25,0
Domicile	Jabodetabek	353	88,0
	Outside Jabodetabek	48	12,0
Purchase Frequency	1-2 times	131	33,1
	3-4 times	179	45,0
	>4 times	87	21,9

In terms of domicile, 88% of respondents are domiciled in the Greater Jakarta area and 12% are from outside Greater Jakarta. The concentration of respondents in the Greater Jakarta area reflects the characteristics of the urban market which is the main focus of the Somethinc brand. Analysis of purchase frequency shows that 45% of respondents have purchased skincare 3-4 times in the last six months, 33.1% have made purchases 1-2 times, and 21.9% have made purchases more than 4 times. This purchase pattern indicates a fairly high level of engagement with the skincare product category.

Descriptive Statistics of Research Variables

Descriptive statistical analysis was conducted to provide an overview of respondents' perception of each research variable. Using a Likert scale of 1-5, a category interval of 0.8 was calculated to determine the respondent's answer category.

Table 2. Descriptive Statistics of Celebrity Endorsement Variables

Variable	Indicator	Mean	Hours of deviation	Category
Celebrity Attractiveness	CA1	3,957	1,070	Agree
	CA2	3,834	1,013	Agree
	CA3	3,899	1,062	Agree
Celebrity Trustworthiness	CT1	3,924	0,986	Agree

Variable	Indicator	Mean	Hours of deviation	Category
	CT2	3,801	1,003	Agree
	CT3	3,861	1,028	Agree
Celebrity Expertise	CE1	3,924	1,011	Agree
	Third grade	3,872	1,051	Agree
	CE3	3,947	0,996	Agree
	CE4	-	-	-

The results of the descriptive analysis show that overall, respondents gave a positive assessment of Somethinc's celebrity endorsement. In the attractiveness dimension, the CA1 indicator ("Somethinc Endorser has an attractive physical attractiveness that corresponds to beauty products") has the highest mean value of 3.957. In the trustworthiness dimension, the CT1 indicator ("Product reviews conducted by endorsers make me believe in Somethinc") obtained the highest mean value of 3.924. Meanwhile, in the expertise dimension, the CE3 indicator ("I pay more attention to ads with endorsers who are experts in reviewing beauty products") recorded the highest mean value of 3,947.

Table 3. Descriptive Statistics of Mediation and Dependent Variables

Variable	Indicator	Mean	Hours of deviation	Category
Brand Image	BI1	3,826	1,044	Agree
	BI2	3,927	1,037	Agree
	BI3	3,886	0,976	Agree
	BI4	3,932	1,023	Agree
Brand Credibility	BC1	3,879	1,039	Agree
	BC2	3,932	1,000	Agree
	BC3	3,884	0,958	Agree
	BC4	3,932	1,013	Agree
Brand Trust	BT1	3,831	1,001	Agree
	BT2	3,904	1,027	Agree
	BT3	3,856	1,002	Agree
	BT4	3,940	1,022	Agree
Repurchase Intention	RE1	3,932	0,972	Agree
	RE2	3,926	1,007	Agree
	RE3	3,814	1,014	Agree

Analysis of mediation and dependent variables showed positive perceptions of respondents. In brand image, the BI4 indicator ("Somethinc is a brand with a positive image in the community") has the highest mean value of 3.932. For brand credibility, the BC2 and BC4 indicators have the same mean value of 3.932. Meanwhile, in brand trust, the BT4 indicator ("Somethinc products are safe to use") recorded the highest mean value of 3,940. On repurchase intention, the RE1 indicator ("I will buy Somethinc products again") obtained the highest mean value of 3.932.

Measurement Model Test Results (Outer Model)

External model testing is carried out to ensure the validity and reliability of the measurement instrument before conducting structural analysis. These tests include convergent validity, discriminant validity, and construct reliability.

Convergent Validity Test

The convergent validity was tested through the outer loading and Average Variance Extracted (AVE) values. Based on the criteria of Hair et al. (2019), the outer loading value must be > 0.70 and the AVE value must be > 0.50 .

Table 4. Convergent Validity Test Results

Construct	Indicator	Outer Loading	AVE	Information
Celebrity Attractiveness	CA1	0,906	0,776	Valid
	CA2	0,823		Valid
	CA3	0,910		Valid
Celebrity Trustworthiness	CT1	0,903	0,771	Valid
	CT2	0,830		Valid
	CT3	0,899		Valid
Celebrity Expertise	CE1	0,881	0,740	Valid
	Third grade	0,862		Valid
	CE3	0,815		Valid
	CE4	0,881		Valid
Brand Image	BI1	0,887	0,743	Valid
	BI2	0,861		Valid
	BI3	0,843		Valid
	BI4	0,857		Valid
Brand Credibility	BC1	0,887	0,738	Valid
	BC2	0,832		Valid
	BC3	0,840		Valid
	BC4	0,876		Valid
Brand Trust	BT1	0,880	0,748	Valid
	BT2	0,868		Valid
	BT3	0,842		Valid
	BT4	0,870		Valid
Repurchase Intention	RE1	0,866	0,762	Valid
	RE2	0,856		Valid
	RE3	0,896		Valid

The test results showed that all indicators had an outer loading value > 0.70 and all constructs had an AVE value > 0.50 , indicating that the convergent validity was met.

Construct Reliability Test

The reliability of the construct was tested using composite reliability with a $>$ value criterion of 0.70.

Table 5. Construct Reliability Test Results

Construct	Composite Reliability	Cronbach's Alpha	Information
Celebrity Attractiveness	0,912	0,854	Reliable
Celebrity Trustworthiness	0,910	0,851	Reliable
Celebrity Expertise	0,919	0,882	Reliable
Brand Image	0,921	0,885	Reliable
Brand Credibility	0,918	0,881	Reliable
Brand Trust	0,922	0,888	Reliable

Repurchase Intention	0,906	0,844	Reliable
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All constructs exhibited a composite reliability value of > 0.70 and Cronbach's alpha > 0.70 , confirming that all constructs had good reliability.

Discriminating Validity Test

The validity of the discriminant was tested using a Heterotrait-Monotrait (HTMT) ratio with a criterion of < 0.85 .

Table 6. Results of the Discriminant Validity Test (HTMT)

Construct	1	2	3	4	5	6	7
1. Celebrity Attractiveness	-						
2. Celebrity Trustworthiness	0,902	-					
3. Celebrity Expertise	0,906	0,907	-				
4. Brand Image	0,900	0,925	0,932	-			
5. Brand Credibility	0,918	0,916	0,929	0,940	-		
6. Brand Trust	0,892	0,895	0,910	0,921	0,936	-	
7. Repurchase Intention	0,912	0,909	0,914	0,937	0,935	0,913	-

Although some HTMT values are close to the 0.85 limit, none exceed 0.95 indicating a serious discriminant validity problem. This shows that the constructs in this study have sufficient uniqueness.

Structural Model Test Results (Inner Model)

Internal model testing was carried out to evaluate the structural relationships between constructs in the research model.

Multicollinearity Test

The multicollinearity test was carried out by looking at the value of the Variance Inflation Factor (VIF) with the criterion of < 3.0 .

Table 7. Multicollinearity Test (VIF) Results

Construct	BRIGHT
Celebrity Attractiveness → Brand Image	2,889
Celebrity Attractiveness → Brand Credibility	2,889
Celebrity Attractiveness → Brand Trust	2,889
Celebrity Trustworthiness → Brand Image	2,690
Celebrity Trustworthiness → Brand Credibility	2,690
Celebrity Trustworthiness → Brand Trust	2,690
Celebrity Expertise → Brand Image	2,934
Celebrity Expertise → Brand Credibility	2,934
Celebrity Expertise → Brand Trust	2,934

All VIF values < 3.0 indicate that there are no multicollinearity problems in the study model.

Coefficient of Determination (R^2)

The R^2 value indicates the ability of exogenous variables to explain endogenous variables.

Table 8. R^2 Value of Structural Model

Endogenous constructs	R ²	R ² Adjusted	Category
Brand Image	0,906	0,906	Substantial
Brand Credibility	0,906	0,906	Substantial
Brand Trust	0,864	0,864	Substantial
Repurchase Intention	0,913	0,912	Substantial

Based on the criteria of Hair et al. (2019), all R² values > 0.75 indicate substantial predictive ability. The model is able to explain 90.6% brand image variance, 90.6% brand credibility variance, 86.4% brand trust variance, and 91.3% repurchase intention variance.

Hypothesis Testing Results

Hypothesis testing was carried out using the bootstrapping method with 5000 bootstrap samples. The criteria for hypothesis acceptance were t-statistics > 1.645 and p-values < 0.05 for the one-tailed test.

Testing the Direct Influence Hypothesis

Table 9. Results of Direct Influence Hypothesis Testing

Hypothesis	Path	Path Coefficient	T-Statistics	P-Values	Results
H1	CA → BI	0,143	1,359	0,175	Not Supported
H2	CA → BC	0,305	3,250	0,001	Supported
H3	Turnover → BT	0,255	2,101	0,036	Supported
H4	CT → BI	0,388	5,913	0,000	Supported
H5	CT → BC	0,280	4,155	0,000	Supported
H6	CT → BT	0,276	4,823	0,000	Supported
H7	THIS → BI	0,450	5,206	0,000	Supported
H8	CE → BC	0,398	4,063	0,000	Supported
H9	CE → BT	0,430	3,830	0,000	Supported
H10	BI → RE	0,333	4,021	0,000	Supported
H11	BC → RE	0,232	2,460	0,014	Supported
H12	BT → RE	0,101	1,334	0,183	Not Supported

Note: CA = Celebrity Attractiveness, CT = Celebrity Trustworthiness, CE = Celebrity Expertise, BI = Brand Image, BC = Brand Credibility, BT = Brand Trust, RE = Repurchase Intention

Testing the Mediation Effect Hypothesis

Table 10. Mediation Effect Hypothesis Testing Results

Hypothesis	Path	Indirect Effect	T-Statistics	P-Values	Results
H13	CA → BI → RE	0,048	1,531	0,126	No Mediation
H14	CT → BI → RE	0,129	2,895	0,004	Partial Mediation
H15	THIS → BI → RE	0,150	3,055	0,002	Partial Mediation
H16	CA → BC → RE	0,071	2,132	0,034	Partial Mediation
H17	CT → BC → RE	0,065	1,959	0,051	Weak Mediation
H18	CE → BC → RE	0,092	1,990	0,047	Partial Mediation
H19	CA → BT → RE	0,026	1,089	0,277	No Mediation
H20	CT → BT → RE	0,028	1,251	0,211	No Mediation
H21	CE → LV → RE	0,043	1,200	0,231	No Mediation

Discussion of Research Results

The Influence of Celebrity Endorsements on Brand Image, Brand Credibility, and Brand Trust

The results of the study show an interesting pattern in the relationship between the dimension of celebrity endorsement and the mediation variable. Celebrity attractiveness did not have a significant effect on brand image ($\beta = 0.143$, $p = 0.175$), but it had a significant effect on brand credibility ($\beta = 0.305$, $p = 0.001$) and brand trust ($\beta = 0.255$, $p = 0.036$). This finding is different from the research of Agustin (2023) and Elakarci & Fadli (2024) which found a significant influence of attractiveness on brand image.

The insignificance of the influence of attractiveness on brand image is likely due to the characteristics of Somethinc's audience, which mostly consists of the young generation with high digital literacy. This generation tends to be more critical and prioritizes the value of authenticity and compatibility between brands and celebrities rather than just attractive appearances. This indicates that to build a strong brand image in Somethinc's target market, more than just the physical attractiveness of the endorser is needed.

In contrast, celebrity trustworthiness showed a very strong and consistent influence on all mediating variables: brand image ($\beta = 0.388$, $p = 0.000$), brand credibility ($\beta = 0.280$, $p = 0.000$), and brand trust ($\beta = 0.276$, $p = 0.000$). These findings are in line with research by Haque (2024) and Siburian et al. (2023) which emphasize the importance of endorser credibility in building positive perceptions of brands. Trust in endorsers has proven to be a strong foundation to build brand equity comprehensively.

Celebrity expertise also showed a significant and even strongest influence on brand image ($\beta = 0.450$, $p = 0.000$), brand credibility ($\beta = 0.398$, $p = 0.000$), and brand trust ($\beta = 0.430$, $p = 0.000$). This confirms the importance of endorsers' expertise in the beauty industry where consumers rely on expert opinions to make informed purchasing decisions. Endorsers who have expertise in the skincare field are more trusted to provide accurate and relevant recommendations.

The Influence of Brand Image, Brand Credibility, and Brand Trust on Repurchase Intention

Analysis of the influence of mediation variables on repurchase intention revealed mixed but informative results. Brand image showed the strongest influence on repurchase intention ($\beta = 0.333$, $p = 0.000$), in line with research by Wang et al. (2021) which emphasized the crucial role of brand image in shaping consumer loyalty. A positive brand image creates differentiation and emotional attachment that encourages consumers to make repeat purchases.

Brand credibility also has a significant effect on repurchase intention ($\beta = 0.232$, $p = 0.014$), supporting the findings of Chen & Chang (2020) that high brand credibility increases consumer trust and encourages repurchases. Consumers tend to be loyal to brands that they believe are able to meet expectations consistently.

However, brand trust did not show a significant influence on repurchase intention ($\beta = 0.101$, $p = 0.183$), in contrast to Morgan & Hunt's (2021) research. These findings indicate that in the context of Somethinc, other factors such as product performance, price value, or social influence may be more dominant in shaping repurchase intention than brand trust alone.

Analysis of the Role of Mediation

Testing of the mediated effect revealed complex and nuanced patterns. Brand image was shown to mediate the relationship between celebrity trustworthiness ($\beta = 0.129$, $p = 0.004$) and celebrity expertise ($\beta = 0.150$, $p = 0.002$) and repurchase intention, but did not mediate the relationship between celebrity attractiveness and repurchase intention ($\beta = 0.048$, $p = 0.126$). This shows that brand image functions as a translator that converts the perception of the endorser's credibility and expertise into repurchase intention.

Brand credibility mediated the relationship between celebrity attractiveness ($\beta = 0.071$, $p = 0.034$) and celebrity expertise ($\beta = 0.092$, $p = 0.047$) and repurchase intention, while the mediation of celebrity trustworthiness was weak ($\beta = 0.065$, $p = 0.051$). These findings show that brand credibility plays an important role in translating the attractiveness and expertise of endorsers into consumer loyalty.

Surprisingly, brand trust did not mediate the relationship between celebrity endorsements and repurchase intent significantly for all dimensions. This may be due to several factors: (1) trust in endorsers is not strong enough to be transferred to trust in the brand, (2) Somethinc consumers respond more to real evidence such as the results of product use than endorser-based trust, or (3) there are other variables that are more dominant in forming brand trust.

Theoretical and Practical Implications

The findings of this study make a significant contribution to the development of the Source Credibility Model in the context of digital marketing and emerging markets. The results show that not all dimensions of celebrity endorsement have the same effect on all aspects of brand equity, indicating the need for a more nuanced approach in celebrity endorsement strategy.

Practically, Somethinc needs to prioritize the selection of endorsers based on trustworthiness and expertise rather than attractiveness alone. Communication strategies should be designed to highlight the endorser's credibility and expertise through educational content, authentic testimonials, and credible product demonstrations. Companies also need to focus on building brand image and brand credibility as the main pathway to increase repurchase intention.

Mediation Effect Calculation Formula:

The mediation effect is calculated using the formula: Indirect Effect = $a \times b$

Where:

1. a = path coefficient from independent variable to mediator
2. b = path coefficient from the mediator to the dependent variable

Total Effect = Direct Effect + Indirect Effect

The significance of the mediation effect was tested using bootstrapping with a 95% confidence interval.

This study provides strong empirical evidence on the complexity of the relationship between celebrity endorsement and consumer loyalty in the Indonesian beauty industry. The findings indicate the need for a strategic approach that integrates the right endor selection with a comprehensive brand building strategy to achieve sustainable competitive advantage.

CONCLUSION

This study demonstrates that celebrity endorsements have varying influences on brand image, brand credibility, and brand trust. Trustworthiness and expertise have been proven to be more effective than attractiveness in building a positive perception of the brand. Brand image and brand credibility play important roles in driving repurchase intention, while brand trust shows an insignificant influence. Practically, *Somethinc* needs to be more selective in choosing endorsers by prioritizing credibility and expertise, as well as focusing on building brand image and credibility through educational content and authentic interactions. Further research could explore moderating variables such as customer engagement and employ a longitudinal approach to better understand the dynamics of changing consumer perceptions over time.

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