

THE IMPACT OF KOREAN CELEBRITY ENDORSER AND ONLINE CUSTOMER REVIEW ON SOMETHINC CUSTOMER PURCHASE INTENTION MEDIATED BY BRAND IMAGE

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ABSTRACT: K-pop gains recognition and popularity because of the hallyu phenomenon, particularly in Indonesia. This phenomenon presents an opportunity for brands, particularly those in the beauty industry, to collaborate with K-pop and K-drama artists who align with their brand image to generate public interest in their products. Also, the digitalization era has caused people to search for product reviews on social media platforms as people spend more time on social media. People used to consult about specific products before making a purchase to find out whether they were good. In this study, 159 Somethinc users who have also made purchases are included. Google Forms has been used to distribute questionnaires for participants to complete to contribute to this research. The information was gathered and examined using the Structural Equation Method (SEM), with the assistance of SMARTPLS 3.0's partial least squares tool. The results of this research indicate that celebrity endorsements and online customer reviews have a positive and significant impact on brand image; the hypothesis is supported. Celebrity endorsers and brand image have a positive and significant impact on purchase intention; the hypothesis is accepted. Online customer reviews have a positive but not significant effect on purchase intention; therefore, the hypothesis is rejected. Brand image is positive and significantly mediates the impact of celebrity endorsers and online customer reviews on purchase intention.

Keywords: Celebrity Endorser, Online Customer Review, Brand Image, Purchase Intention

INTRODUCTION

The Indonesian skincare industry has experienced significant growth, with local brands competing to offer products with suitable formulations and ingredients for various skin conditions. Somethinc, founded in 2019, has become a go-to brand for Indonesians seeking skincare products, with revenue of 52 billion rupiah in April-June 2022. The brand has also achieved the highest e-commerce sales, totaling IDR 53.2 billion (Compas Team, 2022).

The Covid-19 pandemic has led to increased demand for skincare products, driven by work-from-home (WFH) workers and the convenience of online shopping. This has encouraged the development of local skincare brands in Indonesia, as local skincare is easy to access, with formulations that meet people's needs and prices that are lower than those of foreign products. Somethinc has managed to lead the local market in the face serum category by working with 12 beauty doctors or aestheticians to gather data on Indonesian

people's skin problems and educate the public about their products (Nadya, 2021).

Korean popular culture, known as the "Korean Wave" (Hallyu in Korean), includes television dramas, motion pictures, popular music (K-pop), dancing (B-boys), food, fashion, tourism, and language (Hangul) (Jang & Paik, 2012). This phenomenon can be seen as an opportunity for brands to collaborate with K-pop and K-drama artists whose image aligns with their brand to attract public interest.

To promote their products, companies use effective marketing communications, including social media advertising (Prasad & Jha, 2014). Beauty influencers, beauty experts, and aestheticians use platforms like TikTok to review products and brands, making them a reliable source before making a purchase. Online product reviews are frequently consulted by customers seeking specific information before making a purchase (Hasena & Sakapurnama, 2021; Nurhasanah et al., 2021).

Somethinc, a skincare brand, has capitalized on the rise of the Korean wave in Indonesia by partnering with artists such as Han So Hee and NCT Dream. Celebrity endorsers are a popular way for companies to promote their products, as they can quickly boost brand recognition and influence consumers' perceptions of a product's distinctiveness. Somethinc uses these endorsements to attract millennials, who are picky about skincare products and tend to use technological advances to their advantage (Maryanto et al., 2022). Somethinc collaborates with K-Pop idols and K-Drama actresses, as K-Pop and K-Drama fans tend to buy products featuring their idols.

In 2022, Somethinc collaborated with NCT Dream as an endorser and launched bundles with photocard merchandise.

Social media platforms like Instagram, X, and TikTok allow brands to interact more closely with consumers and better understand them. Celebrity endorsers promote their products through various channels, such as short videos on TikTok and posts on Instagram and X (Natalia et al., 2021).

Online customer reviews are crucial for consumers before making a purchase, and Somethinc uses them to build trust. However, customers should exercise caution when reading online reviews to avoid falling for testimonials that may be the result of dishonest behavior or fraudulent orders (Stefani et al., 2023).

The company aims to give the products it sells a certain image in consumers' minds, aligned with its target market. The way people perceive a brand and how it captures their attention is known as its brand image. All businesses aspire to establish a brand identity that will endure longer in the eyes and minds of their target audience (Saad et al., 2017).

This study contributes theoretically by extending the application of the Elaboration Likelihood Model (ELM) and Source Credibility Theory to beauty product marketing. It confirms that external cues such as celebrity endorsers and online customer reviews shape consumer perceptions through the mediating role of brand image, ultimately influencing purchase intention. This framework enriches the understanding of how digital marketing stimuli operate within the Indonesian skincare industry, especially among Gen Z and millennial consumers.

LITERATURE REVIEW

All plans, techniques, and actions used to transmit marketing messages intended for the target or target market are referred to as marketing communications (Satriawan & Sari, 2022). In particular, to further explain how celebrity endorsement and online customer reviews affect celebrity image-mediated customer purchase intention.

Marketing Communication

In marketing, communication is crucial. Without communication, society and customers won't be aware that the product even exists. Businesses use marketing communications to remind, educate, and convince customers about the goods they sell, either directly or indirectly. Integrated marketing communication helps define the brand and enhance its reputation, establishing connections with customers (Hendi et al., 2022). Such communications are essential for businesses to build their brands, and when companies appoint celebrities as endorsers, persuasion becomes even more important. In this case, the attributes are essential to improving marketing communications because they help attract customers through the message they convey. Since the number of social interactions between endorsers and their followers is expected to rise, there is a compelling case for increasing the efficiency and marketing influence of social media marketing (Tri & Nhu, 2020).

Celebrity Endorser

One tactic used by marketers to capitalize on a celebrity's reputation and image is celebrity endorsement, which is used to promote a brand or company (Sufian, 2021). To increase the credibility of commercials and increase their effectiveness as a means of communication,

celebrities are employed as endorsers (Biswas et al., 2006). Nowadays, big and medium-sized businesses use celebrity endorsers to market their products since they are the most effective means of generating positive feedback quickly (Afshan et al., 2018). The use of celebrity endorsers in general marketing communications is a tactic for developing a brand's image. According to advertisers, the use of celebrities in advertising affects recall, brand identification, purchase intentions, and follow-up (Spry et al., 2011).

Online Customer Review

One particular kind of electronic word-of-mouth (eWOM) is known as an OCR, which is any kind of online feedback positive, negative, or neutral about a company, product, service, or individual that is purportedly left by a previous customer and is disseminated via websites of third parties, social media platforms, search engines, or other online platforms (Fileri & Mariani, 2021). Online reviews are a reliable source of information about the quality of goods, especially those that are difficult to evaluate before use. They are a key source of electronic word-of-mouth (eWOM) (Li & Hitt, 2008). Following the rapid expansion of the internet and social media, people have begun sharing product reviews and thoughts with others worldwide. Online reviews are regarded by many consumers as a more reliable source of information when compared to other conventional sources (Fang et al., 2016). Social media and online customer reviews are the platforms where consumers have the highest confidence. When assessing a brand's success, people typically look for other consumers' reviews and suggestions (Jacobsen, 2018).

Brand Image

Brand image refers to how people see a brand as a whole. It is influenced not only by how well a product is named but also by how it is introduced, so that it sticks in consumers' minds and shapes opinions about the product (Genoveva & Samukti, 2020). Consumer perceptions of a positive brand image are thought to differentiate brands from those in related product categories. One of the most significant intangible assets that influences how customers view a company is its brand image (Agmeka et al., 2019). The cornerstone of a brand is its image. Hence, it is crucial for businesses to provide the brand image with meaningful attributes in order to shape it. In conclusion, a brand's image conveys its power and soul (Hedman & Orrensalo, 2018).

Purchase Intention

A consumer's intention to purchase a specific product is referred to as their purchase intention (Ariffin et al., 2018). One psychological factor that is thought to follow from strong brand equity dimensions is purchase intention. Moreover, buyers are more likely to purchase from a brand they are familiar with, and strong brand equity predicts future purchase intent. One can use purchase intention as a predictor of customer behavior (Wu et al., 2011). According to Choedon & Lee (2020), the likelihood and propensity of consumers to purchase things that have been recommended to them after utilizing social networking sites. This is undoubtedly crucial, as it can gauge the probability that customers will purchase a product; the stronger the purchase intention, the greater the likelihood that customers will be eager to do so. Purchase intention is a type of consumer behavior that reflects a desire to make a purchase (Hakim & Zuliestiana, 2022).

Hypothesis Development

Celebrity Endorser and Brand Image

The credibility and attractiveness of a celebrity endorser can significantly influence how consumers perceive a brand. According to the Source Credibility Theory, an endorser's trustworthiness and expertise enhance message acceptance and brand evaluation (Spry et al., 2011). In the context of skincare, consumers are likely to associate product quality with a celebrity's positive public image. Empirical studies have shown that celebrity endorsers can enhance brand image by providing a favorable association (Akbar et al., 2020; Masato & Sopia, 2021). Thus, the following hypothesis is proposed:

H1: Celebrity endorsers have a positive and significant effect on brand image.

Online Customer Review and Brand Image

Online Customer Reviews (OCR) serve as electronic word of mouth (e-WOM) and are instrumental in shaping consumer perceptions of a brand. According to Filieri & Mariani (2021), online reviews serve as social proof and influence how trustworthy and credible a brand appears. When reviews are positive and consistent, they help build a favorable brand image (Jalilvand & Samiei, 2012). Therefore, the hypothesis is

H2: Online customer review has a positive and significant effect on brand image.

Brand Image and Purchase Intention

A strong and positive brand image leads to higher consumer confidence and a greater likelihood of purchase. Brand image serves as a psychological shortcut in the decision-making process, reducing perceived risk and increasing purchase intention (Wu et al., 2011; Erida & Rangkuti, 2017).

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

Celebrity Endorser and Purchase Intention

Beyond influencing brand image, celebrity endorsers may directly affect purchase intention. The Elaboration Likelihood Model (ELM) suggests that in low-involvement decisions, peripheral cues such as celebrity appeal can directly influence consumer behavior (A&Labrecque, 2020).

H4: Celebrity endorser has a positive and significant effect on purchase intention.

Online Customer Review and Purchase Intention

Online customer reviews provide credible, user-generated content that influences potential buyers. Consumers tend to trust peer reviews more than brand messages, especially in digital environments (Filieri & McLeay, 2014; Jacobsen, 2018).

H5: Online customer review has a positive and significant effect on purchase intention.

Celebrity Endorser → Brand Image → Purchase Intention

Brand image may serve as a mediator in the relationship between celebrity endorser and purchase intention. The endorser strengthens the brand's image, which in turn influences the consumer's intention to buy (Akbar et al., 2020; Masato & Sopiah, 2021). Therefore:

H6: Brand image mediates the relationship between celebrity endorser and purchase intention.

Online Customer Review → Brand Image → Purchase Intention

Similarly, OCR builds the brand image through social validation, which then leads to purchase intention.

Consumers who perceive a brand positively through reviews are more likely to complete a purchase (Putri & Nofri, 2023).

H7: Brand image mediates the relationship between online customer review and purchase intention.

METHODOLOGY

In this study, hypothesis testing was conducted using an object-identification approach to examine relationships among the proposed variables. The research was designed as a quantitative study, employing a structured questionnaire as the primary data collection instrument. The data used for both measurement and structural model analyses were collected prior to the analyses and obtained directly from respondents who met the predetermined research criteria. The research is quantitative because it uses a positivist philosophy to analyse the collected data. Respondents are individuals who use and purchase Somethinc products because of the celebrity endorser and online customer reviews. The data were collected via Google Forms, a practical and accessible tool for reaching digital-native respondents, especially those familiar with skincare and online media. Given Somethinc's target demographic of younger, digitally active consumers, this method was deemed appropriate.

However, the sample is dominated by female students aged 17–26, which may introduce sample bias. This is acknowledged as a limitation and an opportunity for future studies to include a more diverse population. To enhance robustness, control variables such as age, income, and purchase frequency were included in additional analyses. While these variables showed some influence on purchase intention, they did not significantly alter the core relationships in the model.

The information used was primary, meaning respondents themselves provided the data. This study uses quantitative data because the data presented is in numbers. A set of relationships between one or more continuous or discrete independent variables (IVs) and one or more continuous or discrete dependent variables (DVs) can be explored using the statistical techniques in structural equation modeling (SEM). Both IVs and DVs can be latent variables (unobserved, not directly observable) or measurable variables (directly observed). SEM is also known as path analysis, causal

analysis, simultaneous equation modelling, and causal modelling (Ullman, 2006).

RESULT AND DISCUSSION

This research used primary data from an online questionnaire distributed via Google Forms, with 159 respondents aged 17 and above in Indonesia. The questionnaire was tested for reliability using composite reliability, convergent validity, discriminant validity, and AVE. SMART-PLS 3.0 was used to analyze the data obtained from the Google Form survey. Participants from the survey are listed below:

Table 3.1 Characteristics of The Respondent

Characteristics		Total	
		Person	Percent
Gender	Male	44	27,7%
	Female	115	72,3%
	Total	159	100%
Age	17-26	134	84,3%
	27-36	21	13,2%
	37-46	3	1,9%
	46>	1	0,6%
	Total	159	100%
Occupancy	Students	130	81,8%
	Education Staff	2	1,3%
	Private or State Company Employee	19	11,9%
	Entrepreneur	1	0,6%
	Other	7	4,4%
	Total	159	100%
Domicile	Indonesia	159	100%
	Overseas	0	0
	Total	159	100%

Source: Processed Data (2023)

In the gender segment, female respondents make up the majority (72.3%), followed by male respondents (27.7%). This result indicates that the number of Somethinc customers is dominated by female consumers. It is also apparent that customers varied in age. Customers ranged in age from 17 to 26 years old (84.3%), 27 to 36 years old

(13.2%), 37-46 years old (1.9%), and above 46 years old (0.6%). Ages occupied by Somethinc customers are primarily 17 to 26 years old. Respondent occupancies vary from students (81.8%), education staff (1.3%), private or state company employees (11.9%), and entrepreneurs (0.6%) and others.

occupations, but most are housewives (4.4%). Seen from the gender, age, and occupancy data, it is only natural. That

female students, ages 17-26, make up the largest percentage.

Table 3.2 Internal Consistency Reliability, Discriminant Validity, Convergent Validity

Variables	Measurement Items	Outer Loading	Cronbach Alpha	AVE
Celebrity Endorser	CE1	0,857	0,783	0,606
	CE2	0,802		
	CE3	0,740		
	CE4	0,706		
Online Customer Review	OCR1	0,744	0,767	0,588
	OCR2	0,785		
	OCR3	0,767		
	OCR4	0,770		
Brand Image	BI1	0,775	0,772	0,592
	BI2	0,788		
	BI3	0,726		
	BI4	0,787		
Purchase Intention	CE1	0,760	0,791	0,614
	CE2	0,791		
	CE3	0,809		
	CE4	0,773		

Source: Processed Data (2023)

The data in Table 3.2 indicate that all variables, including celebrity endorser, online customer review, brand image, and purchase intention, have outer loadings greater than 0.7. This suggests that each variable's indicator under study is reliable and meets convergent validity requirements.

Table 3.3 R-Square and f-Square Test

	Brand Image	Purchase Intention
Celebrity Endorser	0,131	0,031
Brand Image		0,431
Online Customer Review	0,172	0,001
R ²	0,292	0,444
Q ²	0,167	0,258

Source: Processed Data (2023)

As seen from the data above, it can beconcluded that celebrity endorser

impact on brand image and purchase

intention are both weak because the result is below 0.15. On the other hand, brand image impact on purchase intention is high, with a score of 0.431, which surpasses the high classification (0.35). Online customer reviews have a moderate effect on brand image with a score of 0.172 but a weak effect on purchase intention with a score of 0.001, which is lower than the weak classification (0.02) and deemed to have no effect on purchase intention. The results in Table 3.3 show a 0.292 score for brand image and a 0.444 score for purchase intention. With a brand image value of 29%, there are still many variables that can influence brand image. Not only relies on celebrity endorsers and online customer reviews' effect on brand image. Therefore, the influence of exogenous

variables on brand image as endogenous variables is weak. Purchase. The intention value is 44%, indicating that the exogenous variables had little influence on purchase intention. The same is the case with brand image as endogenous variables; there are still lots of variables that might influence purchase intention. The influence of celebrity endorsers, online customer reviews, and brand image as exogenous variables on purchase intention as an endogenous variable is

weak.

To obtain the Q-Square value, it is calculated further. A Q-Square value of 0.02 indicates a weakly predictive relationship, 0.15 indicates a moderately predictive relationship, and 0.35 indicates a strongly predictive relationship.

The result from the table above shows that brand image and purchase intention can moderately predict the relationship between exogenous and endogenous variables.

Table 3.5 Path Coefficient

Variables	Original Sample	t-value	p-value	Result
CE→BI	0,316	4,118	0,000	H1: Accepted
OCR→BI	0,362	5,295	0,000	H2: Accepted
BI→PI	0,583	8,652	0,000	H3: Accepted
CE→PI	0,145	2,017	0,044	H4: Accepted
OCR→PI	0,021	0,310	0,757	H5: Rejected
CE→BI→PI	0,184	3,554	0,000	H6: Accepted
OCR→BI→PI	0,211	4,413	0,000	H7: Accepted

Source: Processed Data (2023)

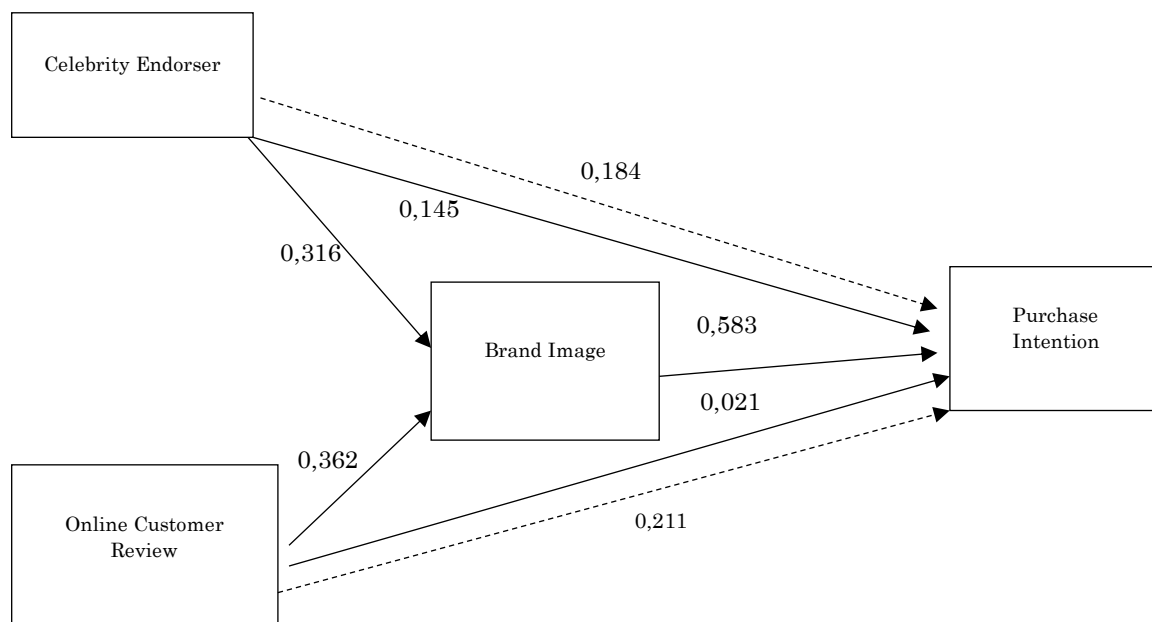


Figure 3.1 Relationship Between Each Variable
Source: Processed data (2023)

Celebrity Endorser on Brand Image

Celebrity endorsement is one of many factors that affect brand image, in this case, are the image of Somethinc. According to hypothesis testing, the H1, or celebrity endorser, has a positive and significant effect on brand image. This output aligns with previous research by Afifah et al. (2022) and Masato & Sopiah (2021), which demonstrates that celebrity endorsers have a positive and significant effect on brand image. Previous research by Akbar et al. (2020) also found that celebrity endorsers have the highest influence on brand image. The brand image improves with the endorser's quality. A good celebrity endorser considers a celebrity's accomplishments and moral qualities. Assuring that the brand and the celebrity's persona complement each other is the fundamental goal of the endorser role.

As a result, brand image is influenced by celebrity endorsers, who can enhance the brand's reputation and serve as marketing or advertising agents. It can be seen that the value is very significant; it means that the celebrity endorser does serve its purpose as the image of the brand. Celebrities who have positive images also bring positive images to the brands they represent. That's why celebrity endorsers need to be compatible with the product or brand, trustworthy, constantly follow beauty trends, and attractive (Akbar et al., 2020). These requirements exist for a reason, and they lead to a positive and good image of the brand if the endorser can fulfill all those requirements and measurements.

Online Customer Review on Brand Image

Online customer review, or OCR, serves as a stimulus for customer interaction; it can also serve as a stimulant for consumer curiosity. In

hypothesis testing, H2 (online customer reviews have a positive and significant effect on brand image) is accepted. This indicates that consumers become intrigued by a product after reading online reviews and want to give it a try. In line with previous research by Jalilvand & Samiei (2012) and Larasati & Bintoro (2023), who found that online customer reviews have a positive influence on brand image. Positive online customer reviews are critical in driving up buying intentions from consumers, building a positive perception of the business and its brand, and cutting down on promotional costs. Others' comments have a powerful influence on how a brand is perceived. When people talk positively about a brand, then the image of the brand itself will be positive. On the other hand, when people speak negatively about a brand, it quickly damages its reputation (Larasati & Bintoro, 2023). People used to read other reviews of particular products before making a new purchase to find out whether they were good. However, social media has increasingly been used as a medium for OCR since the digital age.

Brand Image on Purchase Intention

Having a good brand image surely has a big impact on how customers perceive the brand. The better the image, the less worried the consumer feels while deciding whether to purchase the products. A strong, positive brand image also encourages more people to purchase the brand's products. The correlation is that companies that offer superior additional value than rivals have a solid reputation for quality, credibility, and dependability, and have the ability to forge strong emotional connections with customers tend to pique consumers' interest in making purchases.

As a result, a brand's reputation influences consumers' willingness to purchase because customers want to meet their expectations and achieve the best possible outcomes (Larasati & Bintoro, 2023). The results in Table 4.15 show that H3 is supported, with the highest value, indicating that brand image has a positive and significant effect on purchase intention. This result is in line with previous research, which explains that brand image has the most significant positive effect on customer purchase intention because, from the consumer's perspective, it is correlated with product quality (Erida & Rangkuti, 2017).

Consumer perception will be influenced by a product's brand image when evaluating and forming purchase intentions. A bad reputation would make customers reluctant to make purchases. The stronger the brand's image, the more effective it is in influencing and convincing customers to make purchases from them.

Celebrity Endorser on Purchase Intention

H4 is accepted, meaning that celebrity endorsers have a positive and significant effect on purchase intention.

This demonstrates how businesses use celebrities to promote their products, aiming to sway consumers' opinions and boost sales. Customers are more likely to decide to purchase a product from a celebrity who exudes beauty, charm, and a positive reputation. Celebrity endorsers provide thorough information and raise awareness of the high caliber of the products they support, while keeping in mind that customers' purchase intentions will increase as a result of the endorser's credibility in demonstrating the products' quality (Akbar et al., 2020). The presence of an endorser has its own attractiveness

and impression that can pique customers' interest in what the celebrity endorser uses or does to support the research's findings. Therefore, the results support previous research by Masato & Sopiah (2021), which found that celebrity endorsers have a significant effect on purchase intention, and Agustina et al. (2022), which found that purchase intention is positively and significantly affected by celebrity endorsement. The reason the celebrity endorser matters so much is because they are celebrities who use social media to spread the word about product promotion. A celebrity endorser acts as a liaison between Somethinc and their consumers. Successful use of celebrity endorsers is when the endorser can influence potential consumers to purchase products from the brand they represent.

Online Customer Review on Purchase Intention

Online customer reviews turned out to not have an impact on purchase intention. This is because people do not merely want to purchase a product by reading and engaging in e-WOM activities, such as online reviews. They have to know the brand itself first. With enough knowledge of a brand, the OCR would follow. Without having enough knowledge about the product, consumers can't do their research by reading reviews on online platforms or social media. With that being explained, the result for H5, or online customer review, having a positive and significant effect on purchase intention, is not accepted. Previous research by Elwalda & Lü (2013), Filieri & Leay (2014), and Obiedat (2013) all contradicted and did not support the findings.

The finding that online customer reviews (OCR) do not have a significant direct effect on purchase intention in this study warrants further consideration. While prior studies, such as Filieri & McLeay (2014) and Larasati & Bintoro (2023), reported a positive, direct influence of OCR on consumers' purchase decisions, the current results diverge from those findings. This discrepancy may be attributed to several contextual and demographic factors.

Firstly, the majority of respondents in this study were female students aged 17–26 years (84.3%), a demographic that tends to be heavily influenced by visual and emotional marketing appeals, particularly from celebrity figures, rather than textual product reviews. This age group also represents digital natives who are frequently exposed to influencer content and short-form videos on platforms like TikTok and Instagram, which may dilute the impact of traditional review formats such as written comments or star ratings.

Secondly, product involvement may play a critical role. Skincare purchases, especially in the mid-range market like Somethinc, can be seen as routine or habitual for this segment. As such, consumers may rely more on brand familiarity or loyalty and less on others' reviews. In these cases, OCR might serve more as a reinforcement mechanism rather than a decision driver.

Thirdly, platform trust and perceived authenticity of reviews could influence the findings. Many consumers have grown skeptical of online reviews due to the increasing prevalence of fake testimonials, paid reviews, or bots. This may reduce the persuasive power of OCR unless coupled with stronger cues of

credibility, such as verified user status or influencer backing.

Additionally, conflicting evidence in the literature suggests that the effect of OCR on purchase intention may be moderated by variables such as review valence (positive vs. negative), review quality, or trust in the platform (Elwalda & Lü, 2013; Fang et al., 2016). This means that without analyzing these moderators, the direct effect may appear insignificant even if underlying conditional effects exist.

In summary, although the current research did not find a significant direct relationship between OCR and purchase intention, this outcome is likely shaped by the youthful, female-dominated sample, high exposure to influencer culture, and distrust toward impersonal online reviews. Future studies should consider incorporating moderating variables such as trust in review platforms, user expertise, or perceived review helpfulness to capture a more nuanced relationship between OCR and purchase intention.

The result also contradicts research by Larasati & Bintoro (2023), which stated that an online customer review has a direct effect on purchase intention. Even though the consumer knows the brand, several factors may still prevent them from purchasing, such as negative comments about it. Especially when there are several negative comments circulating in the market. Customers remain skeptical about complaints, poor suggestions, and unfavorable reviews. They are confident since this implies that the use of electronically spread word of mouth does not, or does not yet, equal the predicted achievement goal.

Celebrity Endorser on Purchase Intention with Brand Image as Mediator

H6: Celebrity endorsers have a positive and significant effect on purchase intention through brand image as an intervening variable. In line with previous research by Masato & Sopiah (2021) and Tarigan et al. (2023), both studies found that celebrity endorsers have a positive and significant effect on purchase intention, mediated by brand image. Consumers need to be convinced in multiple ways before deciding to buy a product. One of many ways is by using celebrity endorsers as the image of the brand so that the brand can be more memorable to the customer. Choosing the right endorser can help establish or improve a favorable brand image in customers' minds. The greatest impact on a brand's image comes from celebrity endorsers. The more appealing the celebrity endorser role is, the greater the brand image and the higher the purchase intention (Akbar et al., 2020).

The stronger a brand's image, the more consumer confidence in the product, which encourages consumers to make purchasing decisions. Somethinc's capacity to work and interact with celebrity endorsers to attract consumer attention influence.

Somethinc's customer purchase intentions. When working with celebrity endorsers, some research on artists or influencers who will be utilized as brand images must be done so that they are on target with the target demographic and can build a good image.

Online Customer Review on Purchase Intention with Brand Image as Mediator

Online customer reviews are more significant when brand image serves as a mediator, because, as explained above, consumers need to be able to identify a

brand by its image before engaging in E-WOM activities such as reading or watching reviews on online or social media platforms. Consumers that already have a good or positive image of a brand are more likely to be curious to purchase and end up searching for reviews to prove the rumors that the brand's products really have good quality or value before deciding to purchase the products.

This result can be seen from table 4.15, which shows the value is very significant. Hence, H7 online customer review has a positive and significant effect on purchase intention with brand image as an intervening variable, which is accepted. Supported by previous research conducted by Putri & Nofri (2023), online customer reviews have a positive and significant effect on purchase intention mediated by brand image. However, this research contradicts previous research by Larasati & Bintoro (2023), which stated that brand image does not mediate the effect of online customer reviews on purchase intention.

Additionally, an alternative model excluding the mediating role of brand image was tested. The model fit and path coefficients were significantly lower, reinforcing the importance of including brand image in the proposed model.

Positive reviews posted on social media sites help to build a positive brand image and consumer purchase intention, which leads to greater sales, whereas negative reviews have the opposite impact. Somethinc customer reviews provided on social media by former customers are valuable resources for prospective buyers, allowing them to obtain information about product quality, whether favorable or bad. TikTok, as one example of media that provides online reviews to consumers, contributes to

building the Somethinc brand image, as many influencers and netizens use TikTok to share their thoughts and opinions about products they purchase from Somethinc.

CONCLUSIONS

The purpose of this research is to analyze celebrity endorsers and online customer reviews on purchase intention with brand image as a mediator. Based on the results of the hypothesis test, seven hypotheses have been developed, all of which are the analytics hypothesis. Based on these hypotheses and analyses, we can draw several conclusions, which we explain below.

First, celebrity endorsers significantly impact brand image, as they enhance reputation and serve as marketing agents. A good endorser considers accomplishments and moral qualities, ensuring the brand and the celebrity's persona complement each other. A positive endorser must be compatible, trustworthy, follow beauty trends, and attractive.

Second, online customer reviews (OCR) significantly impact brand image, driving consumer interest and reducing promotional costs. Positive reviews drive buying intents and build a positive perception of a brand. Social media platforms like TikTok are increasingly used for OCR, benefiting both brands and customers.

Third, brand image significantly impacts consumer perception and purchase intentions. A strong brand image, characterized by superior value, quality, credibility, and emotional connections, increases consumer interest and purchase intentions. Strong brand reputations, such as Somethinc's success as the best-selling facial treatment in 2022, increase

consumers' propensity to purchase and contribute to a brand's overall success.

Fourth, the study reveals that celebrity endorsers significantly influence purchase intention by using social media to promote products and raise awareness of product quality. This is supported by previous research and the fact that most respondents are female, aged 17-26, who are more likely to follow and like the endorsers, thus influencing their purchase intentions.

Fifth, online customer reviews do not directly affect purchase intention, as consumers must know the brand before engaging with them. Previous research contradicts this conclusion, as negative comments, varied needs, and unfavorable opinions from influencers can hinder consumer decision-making. Therefore, the conclusion is that online customer reviews do not directly influence purchasing intentions.

Sixth, celebrity endorsers enhance brand image, increasing consumer confidence and purchase intention. The indirect effect is stronger than the direct one because consumers remember the artist's image. Choosing the right endorser can improve a brand's image, influencing purchase intentions. Research on target artists and influencers is crucial for successful collaborations.

Lastly, online customer reviews significantly influence purchase intentions with brand image as a mediator. Consumers with a positive brand image are more likely to purchase, leading to increased sales. Positive reviews on social media platforms like TikTok provide valuable information about product quality, influencing future purchases.

Academic Suggestion

Based on the research results presented in the previous chapter, the following academic recommendations for future research can be made:

1. It is recommended in future studies to expand the sample size of respondents in order to collect more accurate and reliable data. This will also allow future researchers to obtain more accurate research.
2. It is also suggested that in future research, more recommendations and examples be added to the questionnaire so that respondents do not misinterpret the information in the question.

Practical Suggestion

Based on the research findings presented in the previous chapter, Somethinc, and future researchers can consider the following practical recommendations:

1. Maintaining a good brand image is a must for Somethinc since brand image has the strongest influence on consumer purchase intention.
2. Using Korean artists as celebrity endorsers is enough to have a good effect on Something, but Something must really ensure that the celebrity endorsers they choose are in line with market preferences so that the impact on Something is more optimal.
3. Improve online customer review by identifying and responding to negative review to strengthen brand image.

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