

The Influence of Celebrity Endorsement and Online Customer Reviews on Purchase Decisions Through Brand Trust (Study on Consumers of Jacquelle Brand Beauty Products)

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ABSTRACT

Indonesia's cosmetics industry is experiencing rapid growth, driven by the increasing interest of millennials and Gen Z in local beauty products and easy access through e-commerce. Shani Amelia's BlushHer Blush On X product from the Jacquelle brand was chosen as the object of the research. Because of its success it combines collaborations with popular influencers and a high volume of positive reviews. This study aims to analyze the influence of celebrity endorsement and online customer reviews on purchase decisions with brand trust as a mediating variable, on consumers of local cosmetic products of the Jacquelle brand. This study uses a quantitative approach with a purposive sampling technique, where data is collected through the distribution of an online questionnaire on 200 female respondents aged 17–44 years who have purchased Shani Amelia's BlushHer Blush On X product through the Shopee platform. Data analysis was carried out using the AMOS-based Path Analysis method to test the direct and indirect relationships between variables. The results of the study show that celebrity endorsement and online customer reviews have a positive and significant effect on purchase decisions and brand trust in Jacquelle's brand beauty products. However, brand trust does not have a significant influence on purchasing decisions, indicating that consumers' trust in brands does not necessarily encourage them to buy the product

INTRODUCTION

The Indonesian cosmetics industry is an industry that is starting to grow rapidly and is in great demand by the public (Peindustrian, 2024). The increase in cosmetic sales is driven by increasing public awareness of self-care and lifestyle trends. In the current era, the development of e-commerce also greatly facilitates consumer access to various cosmetic products (Pahlevi, 2022).

Celebrity endorsements act as intermediaries who assist sellers in marketing products and influencing consumer purchase decisions. Based on the results of Lestari's (2021) research, celebrity endorsements have a positive and significant effect on purchase decisions. However, Pratama & Sudarmiatin (2024) found that celebrity endorsements did not have a significant influence on purchasing decisions in the context of purchasing decisions.

Based on Arief et al., (2023) online customer reviews have a positive and significant influence on cosmetic product purchase decisions. This research is not in accordance with the study conducted by Millenia & Widarta (2024), where online customer reviews do not have a significant influence on purchase decisions.

According to Ahmed et al. (2023), positive online reviews can increase consumer perception of brand reliability, quality, and credibility, ultimately building brand trust. Brand trust is a bridge that connects various marketing stimuli with purchasing decisions. A purchase decision is a transaction made through the internet with someone who has an alternative choice related to the product or service (Devaraj et al., 2003).

In this study, purchase decisions are dependent variables influenced by celebrity endorsements, online customer reviews, and brand trust. Shani Amelia's BlushHer Blush On X product is a concrete example where a marketing strategy that combines celebrity endorsements and positive online customer reviews successfully encourages consumers to buy. The Jacqueline brand has emerged as one of the major players in the local cosmetics market. Jacqueline is the first local Indonesian brand to get a MURI record in the beauty product category in collaboration with Disney.

The selection of the Jacqueline brand as the object of the research, is based on the significant increase in sales and the innovative marketing strategies that have been implemented. Shani Amelia's BlushHer Blush On X has sold over 9.3K on Shopee and won the "Best Blush Tokopedia Awards 2023" award. This collaboration demonstrates the effectiveness of a celebrity endorsement strategy that combines Shani Amelia's positive image with the appeal of local cosmetic products. Therefore, Shani Amelia's role as a collaborator and endorser is a relevant case study in understanding the relationship between celebrity endorsements, online customer reviews, and purchase decisions through brand trust in local cosmetic consumers. In this study, online customer reviews are limited to the Shopee e-commerce platform, which is one of the largest marketplaces in Indonesia according to the Asia report, (2023) entitled "E-commerce in Southeast Asia 2023".

This study aims to analyze the influence of celebrity endorsement and online customer reviews on purchase decisions with brand trust as a mediating variable, on consumers of local cosmetic products of the Jacqueline brand.

LITERATURE REVIEW

Consumer Behavior

Consumer behavior is all activities carried out by individuals, groups, or organizations at the time of buying, using, consuming products and activities in the process of evaluating. Online purchases are influenced by five main factors, which are divided into two variables, namely uncontrollable variables and controllable variables (Turban et al., 2015).

Purchase Decision

A purchase decision is the final act of a series of evaluations that consumers carry out to choose the product or brand that best suits their needs. Purchasing decisions are the process of evaluating several behavioral alternatives and making choices on one of the products/services.

Brand Trust

Brand trust is consumer belief in a brand. This is to fulfill the promises that are expressed and not expressed by the brand. This trust is built through the consumer experience, both in-person and through digital interactions, which provides a sense of security and confidence that the brand will meet its expectations. Dulek & Aydin (2020) emphasized that when brand trust increases among consumers in the target market, companies can more easily convey the desired marketing messages. This has an impact on the positive image formed in the minds of consumers towards the brand, so that it can strengthen their bond with the products or services offered.

Celebrity Endorsement

Celebrity endorsement adalah strategi pemasaran yang memanfaatkan popularitas atau daya tarik seorang tokoh terkenal dalam iklan untuk meningkatkan citra dan daya tarik suatu merek di benak konsumen.

Online Customer Review

Online customer reviews are a form of electronic word-of-mouth promotion (eWOM) where consumers share their experiences, ratings, and opinions about certain products, services, or companies through digital platforms.

METHODOLOGY

This study uses a quantitative approach. To get respondents who were in accordance with the criteria that had been set, the researcher used a non-probability sampling technique using the judgement sampling method. Data collected through the distribution of online questionnaires was carried out by sharing questionnaire links in the form of GoogleForm links to 200 female respondents aged 17–44 years who had purchased Shani Amelia's BlushHer Blush On X products through the Shopee platform. The instrument of this research is to distribute questionnaires online and measure them using a Likert scale.

Validity Test

Table 1. Validity Test Results

Item	r count	r table	Information
<i>Celebrity Endorsement (X1)</i>			
CE1.1	0,611	0,5	Valid
CE1.2	0,581		Valid
CE1.3	0,682		Valid
CE2.1	0,766		Valid
CE2.2	0,661		Valid
CE2.3	0,523		Valid
CE3.1	0,719		Valid
CE3.2	0,780		Valid
CE3.3	0,704		Valid
<i>Online Customer Review (X2)</i>			
OCR1.1	0,552	0,5	Valid
OCR1.2	0,650		Valid
OCR1.3	0,717		Valid
OCR2.1	0,659		Valid
OCR2.2	0,608		Valid
OCR2.3	0,675		Valid
OCR3.1	0,694		Valid
OCR3.2	0,688		Valid
OCR3.3	0,668		Valid
<i>Brand Trust (Z)</i>			
BT1.1	0,704	0,5	Valid
BT1.2	0,707		Valid
BT1.3	0,685		Valid
BT2.1	0,662		Valid
BT2.2	0,735		Valid
BT2.3	0,728		Valid
<i>Purchase Decision (Y)</i>			
KP1.1	0,665	0,5	Valid
KP1.2	0,663		Valid
KP1.3	0,676		Valid

KP2.1	0,697	0,5	Valid
KP2.2	0,710		Valid
KP2.3	0,614		Valid
KP3.1	0,685		Valid
KP3.2	0,712		Valid
KP3.3	0,688		Valid

The test results showed that all indicators of the four variables in this study had a loading factor value above 0.5. The *celebrity endorsement* variable consists of 9 items, with all items having a loading factor of > 0.5, which is 0.523 to 0.780. The *online customer review variable* consists of 9 items, and all items also have a loading factor of > 0.5, which is 0.552 to 0.717. The *brand trust* variable consists of 6 items, and all of them have a loading factor value of > 0.5, which is 0.662 to 0.735 which means that the brand trust construct is validly measured by each item. The purchase decision variable consists of 9 items, with all indicators showing a loading factor of > 0.5, which is 0.614 to 0.712.

Reliability Test

The reliability test in this study aims to measure a questionnaire which is an indicator of variables or constructs. Reliability is tested through *Composite Reliability* (CR) and *Average Variance Extracted* (AVE) calculations. The calculation is carried out by utilizing the loading factor value and *error measurement* of each indicator, which is then calculated using the help of Microsoft Excel. A construct is said to be reliable if it has a CR value of ≥ 0.7 and $AVE \geq 0.5$. The results of the test will show the extent to which each latent variable has stability and accuracy in measurement.

$$CR = \frac{(\sum SLF)^2}{(\sum SLF)^2 + \sum \varepsilon}$$

$$AVE = \frac{\sum SLF^2}{\sum SLF^2 + \sum \varepsilon}$$

$$\varepsilon = 1 - SLF^2$$

Tabel 2. Reliability Test Results

Variabel	Loading Factor	Loading Factor ²	Error	Variabel	Loading Factor	Loading Factor ²	Error
CE1.1	0,611	0,373321	0,465	OCR3.3	0,668	0,446224	0,401
CE1.2	0,581	0,337561	0,448	OCR3.2	0,688	0,473344	0,416
CE1.3	0,682	0,465124	0,366	OCR3.1	0,694	0,481636	0,367
CE2.1	0,766	0,586756	0,275	OCR2.3	0,675	0,455625	0,357
CE2.2	0,661	0,436921	0,378	OCR2.2	0,608	0,369664	0,564
CE3.1	0,523	0,273529	0,647	OCR2.1	0,659	0,434281	0,317
CE3.2	0,719	0,516961	0,321	OCR1.3	0,717	0,514089	0,298
CE3.3	0,78	0,6084	0,257	OCR1.2	0,65	0,4225	0,399
	0,704	0,495616	0,364	OCR1.1	0,552	0,304704	0,466
Celebrity Endorsement	6,027	4,094189	3,521	Online Customer Review	5,911	3,902067	3,585
Variance Extract	0,537	Construct Reliability	0,911	Variance Extract	0,521	Construct Reliability	0,906
Variabel	Loading Factor	Loading Factor ²	Error	Variabel	Loading Factor	Loading Factor ²	Error
BT1.1	0,704	0,495616	0,3	KP1.1	0,665	0,442225	0,449
BT1.2	0,707	0,499849	0,335	KP1.2	0,663	0,439569	0,343
BT1.3	0,685	0,469225	0,335	KP1.3	0,676	0,456976	0,345
BT2.1	0,662	0,438244	0,307	KP2.1	0,697	0,485809	0,438
BT2.2	0,735	0,540225	0,27	KP2.2	0,71	0,5041	0,452
BT2.3	0,728	0,529984	0,285	KP2.3	0,614	0,376996	0,424
Brand Trust	4,221	2,973143	1,832	KP3.1	0,685	0,469225	0,461
				KP3.2	0,712	0,506944	0,452
				KP3.3	0,688	0,473344	0,467
				Keputusan Pembelian	6,11	4,155188	3,831
Variance Extract	0,521	Construct Reliability	0,906	Variance Extract	0,520	Construct Reliability	0,906

All variables in this study were declared reliable because the CR value was > 0.70 and AVE > 0.50. Celebrity endorsements have a CR value of 0.911 and AVE of 0.537, online customer reviews have a CR value of 0.906 and AVE of 0.521, brand trust has a CR value of 0.906 and AVE of 0.521, a purchase decision has a CR value of 0.906 and AVE of 0.520.

Based on the validity and reliability test, the questionnaire from this study has been proven to be valid and reliable. After the questionnaire is distributed, the results will be obtained, which will be analyzed. Data analysis was carried out using the AMOS-based Path Analysis method to test the direct and indirect relationships between variables.

RESULT

Overview of Research Objects

The selection of this product as the object of research is based on the high level of consumer interaction in the digital realm, which shows that there is a strong dynamic between celebrity endorsements, online customer reviews, and trust in brands. Jacquell's marketing strategy that relies on a combination of compelling visualizations, endorser credibility, and the power of the online community through the Shopee platform reflects modern marketing practices that are oriented towards consumer experience. With these characteristics, BlushHer Blush On X Shani Amelia is the right case study to evaluate the influence of celebrity endorsements and online reviews on the purchasing decisions of local cosmetic consumers in the e-commerce era.

Model Feasibility Test

Table 3. Model Feasibility Test

Indeks	Cutt of Value	Hasil GoF	Keterangan Evaluasi
Prob	≥ 0.05	0.000	Tidak fit
CMIN/DF	≤ 2.00	1.716	Fit
RMSEA	≤ 0.08	0.061	Fit
GFI	≥ 0.90	0.799	Marginal fit
AGFI	≥ 0.90	0.769	Marginal fit
TLI	≥ 0.95	0.984	Fit
CFI	≥ 0.95	0.983	Fit

Although there are some indices that show marginal fit and insignificant p-values, most other indicators indicate that the model is in the fit or very fit category. Therefore, structural models can be declared feasible.

Hypothesis Testing

Table 4. Hypothesis Test Results

Hipotesis	Jalur	c.r	p
H1	CE \rightarrow KP	0.670	0.003
H2	CE \rightarrow BT	0.825	0.000
H3	OCR \rightarrow KP	0.245	0.008
H4	OCR \rightarrow BT	0.226	0.006
H5	BT \rightarrow KP	0.169	0.437

Based on the table, celebrity endorsements have a positive and significant effect on Jacqueline's brand beauty product purchase decision ($p = 0.003$). Hypothesis 2 (CE \rightarrow BT) celebrity endorsement was also shown to have a positive and significant effect on brand trust ($p = 0.000$) that the use of celebrities can increase consumer trust in Jacqueline's brand. Then Hypothesis 3 (OCR \rightarrow KP) online customer reviews had a significant positive effect on Jacqueline's brand beauty product purchase decision ($p = 0.008$). Hypothesis 4 (OCR \rightarrow BT) online customer reviews also had a significant influence on brand trust with a p of 0.006. Hypothesis 5 (BT \rightarrow KP) brand trust had no significant effect on purchase decisions because the p value was 0.437 (> 0.05). Efforts to use celebrities as endorsers (both in terms of attractiveness, credibility, and brand suitability) are very effective in shaping consumer trust in Jacqueline's cosmetics brand.

Standardized Direct, Indirect, and Total Effects Test

Table 5. Standardized Direct, Indirect, dan Total Effects

		Celebrity Endorsement (X1)	Online Customer Review (X2)	Brand Trust (Z)
Standardized Direct Effects	Brand Trust (Z)	0,739	0,240	0,000
	Purchase Decision (Y)	0,560	0,250	0,157
Standardized Indirect Effects	Brand Trust (Z)	0,000	0,000	0,000
	Purchase Decision (Y)	0,116	0,038	0,000
Standardized Total Effects	Brand Trust (Z)	0,739	0,240	0,000
	Purchase Decision (Y)	0,676	0,288	0,157

From the results of the *Standardized Direct Effects*, *Standardized Indirect Effects*, and *Standardized Total Effects tests*. It can be explained that the value of *Standardized Direct Effects*, celebrity endorsement (X1) and online customer reviews (X2) on purchase decisions (Y) is greater than the direct influence on brand trust (Z). This means that consumers are directly encouraged to buy Jacqueline's brand beauty products because of celebrity factors and online reviews, rather than going through a process of trust in the brand first.

Mediation Test

Based on the results of standardized effect testing, it is known that brand trust (Z) plays a role as a partial mediation variable. In this study, the relationship between celebrity endorsement (X1) and purchase decision (Y), with an indirect effect of 0.116. Meanwhile, in the relationship between online customer reviews (X2) and purchase decisions (Y), brand trust also mediated partially with an indirect influence of 0.038.

Since both the direct and indirect influences of X1 and X2 on Y are both positive and significant, it can be concluded that the mediation that occurs is partial, not full. This shows that brand trust strengthens the relationship between independent variables and bound variables, but is not the only path of influence.

Sobel Test

Table 6. Sobel Test

Track	T-Statistic	p value	Information
CE → BT → KP	0.e772	0.439	Insignificant
OCR → BT → KP	0.749	0.453	Insignificant

The results of the analysis concluded that celebrity endorsements and online customer reviews have a direct and significant effect on purchase decisions, and each also increases brand trust. However, brand trust has no significant effect on the purchase decision, so it cannot act as a mediator in the relationship. The Sobel test conducted through Analytics Calculators confirmed that the effect of mediation was not significant.

DISCUSSION

The Influence of Celebrity Endorsements on Purchase Decisions

The first hypothesis is stated that there is a positive and significant influence of celebrity endorsement on purchase decisions. The higher the level of celebrity endorsement in the promotion of Jacqueline's beauty products, the greater the number of consumers to make purchases of Jacqueline's brand beauty products, thus the first hypothesis, namely H1, is declared accepted.

The results of this study are in line with the research of Yohanes & Ellitan (2021), Lestari (2021), and Hapsari (2022) which found that celebrity endorsements have a positive and significant effect on purchasing decisions. However, the results of this study are not in line with the research of Pratama & Sudarmiati (2024) which states that celebrity endorsements do not have a significant effect on purchase decisions. The results can be different because of course there is a difference between the object being studied and the intended respondent.

The Influence of Online Customer Reviews on Purchase Decisions

Based on the results of the hypothesis test that has been carried out, it is known that the online customer review (OCR) variable has a positive and significant effect on purchase decisions (KP) with a coefficient value of $\beta = 0.245$ and $p\text{-value} = 0.008$. If there are many positive online customer reviews, it will increase the customer's decision to buy Jacqueline's beauty products.

This research supports the theory from Turban et al., (2015), which states that online customer reviews are one of the most influential sources of information in the consumer purchase decision-making process. This study supports the results of research from Arief et al., (2023), Sari et al., (2022), and Sinaga & Sukati (2023) who concluded that online customer reviews have a positive and significant influence on purchase decisions, especially in the context of e-commerce of cosmetic products. However, it is not in line with Millenia & Widarta's (2024) research which states that online customer reviews actually have a negative effect on purchase decisions.

The Influence of Celebrity Endorsements on Brand Trust

Based on the results of path analysis, it was obtained that the influence of celebrity endorsement (CE) on brand trust (BT) showed a β coefficient value of 0.825 with a significance value of $p = 0.000$ which means that the relationship between celebrity endorsement and brand trust is significant. The results of this study prove the theory from Khan & Zaman (2021) and Chou et al., (2024), who explain that celebrity endorsements contribute to the formation of brand trust through the transfer of positive image and the credibility of endorsers to brands. The results of this study are consistent with the research of Khan & Zaman (2021) and Chou et al., (2024) which showed that celebrity endorsements have a positive effect on brand trust. However, the results of the study are not in accordance with the research of Firdah et al., (2022) that celebrity endorsements have no effect on brand trust. The difference in results could have occurred because Firdah researched Scarlett Whitening products while this research was Jacqueline's beauty product.

The Influence of Online Customer Reviews on Brand Trust

Based on the results of the structural model test, it was obtained that the influence of online customer review (OCR) on brand trust (BT) had a β coefficient value of 0.226 with a significance value of $p = 0.006 < 0.05$, then the H4 hypothesis was accepted. This means that statistically there is a positive and significant influence between online customer reviews on brand trust in Jacqueline's beauty products. The results of this study prove the theory from Ahmed et al., (2023) and Lien et al., (2015), who explain that online consumer reviews have an important role in building brand trust. The results of this study are also in line with Ahmed et al., (2023) and Lien et al., (2015), who stated that online customer reviews have a positive effect on brand trust. However, the results are not in accordance with research by Ulwiyah, (2023) stating that online customer reviews have no effect on trust. Both the research by Ulwiyah, (2023) and this research actually discuss the beauty aspect, because Ulwiyah, (2023) researches skincare products on Shopee.

The Influence of Brand Trust on Purchase Decisions

Based on the results of the structural model test, the value of the direct influence coefficient between Brand Trust (BT) on the Purchase Decision (KP) was $\beta = 0.169$ with a p-value of $0.437 > 0.05$, then the influence was not significant and H5 was rejected. The direction of the positive relationship between brand trust and Jacquelle's brand beauty product purchase decision was not accompanied by significant results. So high consumer trust in Jacquelle's brand is not always accompanied by high purchasing decisions as well.

This research is in line with research conducted by Aliman & Keni (2023) which states that brand trust does not have a significant effect on purchasing decisions. However, the results of this study are not in line with Syamsuddinnor et al., (2021), Hanaysha (2022), and Pop et al., (2022) who stated that brand trust has a significant effect on purchasing decisions. Differences in results can be caused by several factors, such as respondent characteristics, product contexts, and different market situations.

CONCLUSION AND RECOMMENDATION

Based on the results of the analysis and discussion of the research that has been carried out, conclusions can be drawn from this study, which are as follows:

1. Celebrity endorsements have a positive and significant effect on purchasing decisions on Jacquelle's brand beauty products.
2. Online customer reviews have a positive and significant effect on purchasing decisions on Jacquelle brand beauty products.
3. Celebrity endorsements have a positive and significant effect on brand trust in Jacquelle's brand beauty products.
4. Online customer reviews have a positive and significant effect on brand trust in Jacquelle's brand beauty products.
5. Brand trust does not have a significant influence on purchasing decisions.

FURTHER STUDY

Future research may include other platforms such as Tokopedia, Instagram, or TikTok to get a more comprehensive picture of consumer behavior towards Jacquelle's digital strategy. Then in the distribution of the questionnaire, it is recommended to use offline and online questionnaires to avoid fraud.

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