

# INFLUENCE OF CELEBRITY ENDORSEMENT ON PURCHASE INTENTION MEDIATED BY BRAND AWARENESS OF SKINTIFIC ON TIKTOK

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## ARTICLE INFO

### Keywords:

endorsement purchase intentions,  
brand Awareness, Skintific

## ABSTRACT

In the current era, many skincare products have emerged. One of the skincare products that is popular and in great demand is Skintific. The large number of skincare products appearing has created intense competition between products. In the face of increasingly fierce competition, Skintific markets its products through celebrity endorsements to promote products. Increasing consumer confidence in a product will cause the product to become better known among the public, leading to increased product sales. The research aims to determine and analyze the influence of celebrity endorsement on purchase intention with brand awareness as a mediating variable for studies on Skintific products through social media TikTok. The data collection method uses a questionnaire with a research sample of 201 respondents. The sampling technique used was purposive sampling using the statistical tools Structural Equation Modeling (SEM) and AMOS 24. This research shows that Celebrity Endorsement has a significant positive impact on Brand Awareness. Celebrity Endorsement also has a significant positive impact on Purchase Intention. Brand Awareness also has a significant impact on Purchase Intention. Brand Awareness can mediate the influence between Celebrity Endorsement and Purchase Intention

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## 1. INTRODUCTION

With the rapid progress in the beauty industry, skincare has become a crucial component in the self-care routines of individuals. Skincare, characterized as skincare products, serves diverse purposes, encompassing the alleviation of irritation, restoration of skin conditions, enhancement of quality, and skin protection, as asserted by [1]. A presently trending skincare product is Skintific. Originating from Canada, Skintific has successfully secured second position among the top facial moisturizer brands, achieving a market share of 9.7% during June 16-30, 2022 [2]. Consequently, Skintific Indonesia has garnered the highest market share, reaching 40.9%. The total revenue accrued has exceeded Rp5 billion, surpassing Eileen Grace, which holds the second position with a market share of 11.6% [2].

Skintific is renowned for its innovative products that have gained widespread popularity, including the 5x Ceramide Moisturizer and recent releases such as the Mugwort Acne Clay Stick and Truffle Biome Skin Reborn Moisturizer. The success of these products has positioned Skintific as a leader in the beauty industry across prominent e-commerce platforms in Indonesia, including Shopee, Tokopedia, and various others. These products have notably achieved the highest sales on the TikTok Shop in 2022 [3]. Citing [4], it is mentioned that Skintific products have become viral on TikTok. The virality of Skintific products on TikTok has the potential to motivate skincare users who have yet to decide to try Skintific products, encouraging them to develop an interest in transitioning to Skintific products.

Purchase intention refers to the degree to which customers are inclined to acquire comparable products or services in the near future [5]. Celebrity involvement in promoting a product or brand can influence purchase intention in various ways. The influence, allure, or positive image of a celebrity can impact consumer interest in purchasing the products they endorse, as fans are often swayed by their recommendations or involvement with a brand [6]. According to [7], purchase intention can significantly affect celebrity endorsement and overall brand awareness.

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Celebrity endorsement involves an individual with fame utilizing their popularity to recommend or introduce products in advertisements [8]. According to [9], celebrity endorsement is a long-established advertising strategy that remains relevant in modern marketing. It entails using celebrities in advertisements to recommend sponsored products [10]. A celebrity endorser is a person who is highly regarded by the general public and has a significant following among the brand's community or intended audience. They exploit their reputation exclusively to advertise things and get consumer attention [11]. [12] defines marketing supported by celebrity endorsement as a corporate strategy that utilizes celebrity association with a product or service to amplify the product's brand awareness.

Brand awareness pertains to the extent to which consumers recognize a brand's existence [13]. [14] Brand awareness refers to the degree to which a brand is remembered by consumers, as measured by their capacity to recognize the brand in specific circumstances. According to [15], companies can leverage brand awareness as information and a means to provide consumers with a deeper understanding of a product brand. Evaluating the efficacy of individual strategies in driving purchases carries substantial ramifications for present and future digital marketing, particularly on social media sites such as TikTok. Digital marketing has a moderating effect on brand recognition, influencing customer attitudes and buy intentions in company [16]. The level of brand awareness can influence purchase intention, driven by the brand's ability to be a critical factor in the consumer's purchase intention process, especially when the brand awareness level is exceptionally high [17].

This research is crucial as it aims to explore the extent to which celebrity endorsement, mainly through the TikTok social media platform, influences the purchase intention in Skintific products. Brand awareness is also key to understanding how celebrity endorsement can impact purchase intention. Per the study conducted by [18], it is indicated that brand awareness, supported by Celebrity endorsement, cultivates a positive attitude that positively influences consumer purchase intention. Thus, this study includes brand awareness as a mediating factor to understand its crucial role in the impact of celebrity endorsement on consumer intention in purchasing Skintific products.

#### **Literatur Review**

A celebrity endorser is an individual of renown who leverages their fame to recommend or introduce products in advertisements [8]. [19] state that Celebrity endorsement is a marketing technique that entails the use of a highly regarded celebrity to promote a product or service. Utilizing their social platform to influence consumer purchase intention. Furthermore, celebrity endorsers' appeal encompasses physical appearance and non-physical characteristics that are attractive, thereby influencing purchase intention [20]. [21] discovered that celebrity endorsers who possess qualities like attractiveness, trustworthiness, and fame can influence people to be more likely to buy a product. [22] Research suggests that the correlation between a celebrity and the brand they advocate has a positive impact on consumers' inclination to purchase the brand. [11] reveals that the physical attractiveness of celebrities, credibility, popularity, expertise, suitability, and the use of multiple endorsers all positively impact purchase intention. In their research, [23] state that the use of celebrities to endorse products or services significantly and positively affects purchase intention.

Based on [5], celebrity endorsement that is statement supporting or validating a brand provided by a celebrity or public figure to enhance the brand's attractiveness. [12] posits that marketing with the support of celebrity endorsement is a corporate strategy to promote a product or service by involving a celebrity to boost the brand awareness of a product. According to [13], The legitimacy, attractiveness, knowledge, trustworthiness, and alignment of the celebrity endorser with the product are all elements that impact brand awareness. Each of these characteristics exerts a beneficial and substantial influence on brand recognition. [24] state that attractive celebrity endorsement positively influences consumer attitudes toward a supported cosmetic brand due to the appealing personality similarities between the celebrity endorser and the brand. There is a significant interaction between celebrity endorsement and brand awareness [25]. [26] Findings signify that globally renowned celebrities with attractiveness, popularity in the target market, positive character traits, a good reputation, and the ability to enhance brand value have the potential to increase brand awareness. [27] Research suggests that celebrities positively impact brand awareness. These research findings align with [28], indicating celebrity endorsement's positive and significant influence on brand awareness.

Brand awareness is a crucial aspect for any organization or company as it enables the public to identify the brand associated with that organization or company easily. This is because brand awareness

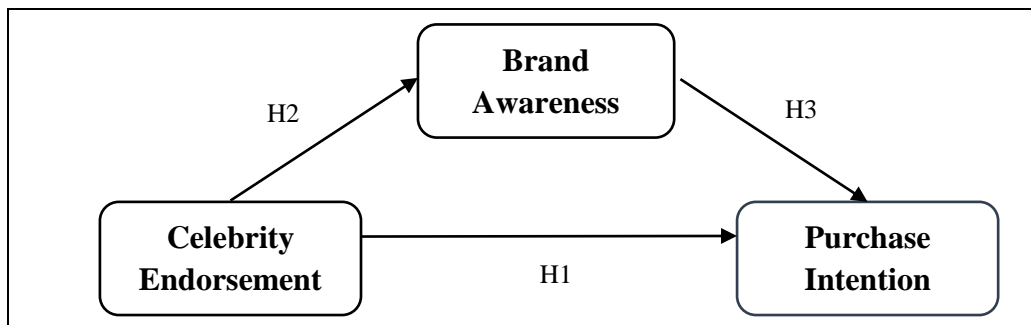
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reflects the extent to which consumers can recognize a particular brand [29]. [30]also explain in their book that the essence of a brand is not only to introduce a product but also to assess how well consumers recognize the presence of a brand. [31]Conducted research has demonstrated that brand awareness has a direct and substantial beneficial influence on purchase intention. [18]describe that brand awareness can influence purchase intention, with these two factors being the initial focus of the discussion. The present study establishes a robust positive connection. Brand awareness and purchase intention. The findings align with [32], stating that brand awareness can influence purchase intention. Brand awareness is significantly and positively related to re-purchase intention [33]. [7]suggests that brand awareness alone is not sufficient to generate purchase intention, However, it is contended that brand awareness has a positive and substantial influence on purchase intention when mediated by other CBBE variables such as (association, loyalty, and perceived quality). According to [34], a notable positive correlation exists between brand awareness and purchase intention. The results of [35]provide evidence that brand awareness influences purchase intention. Moreover, successfully building brand awareness in the minds of consumers allows them to recognize and remember the offered products. [36]suggests that brand awareness positively influences the purchase intentions of products.

The study conducted by [18] suggests that when a brand is promoted by a celebrity, it increases brand recognition and creates a favorable attitude, which in turn influences consumers' intention to purchase. [24]confirm the impact of celebrity endorsement support on purchase intentions. [16]found that brand awareness only moderates the correlation between attitude and purchase intentions. In the study by [37], Research has provided evidence to support the notion that the use of celebrity endorsement has a significant impact on both brand awareness and purchase intentions. Moreover, it has been shown that the influence of celebrity endorsement on buying intentions is mediated by brand awareness.

**Conceptual framework**

Based on the description above, the conceptual framework is constructed as follows:



**Figure 1** Research Framework

**Research Hypothesis**

Based on the problem formulation and conceptual framework outlined above, the research hypotheses proposed by the researcher are as follows:

1. Celebrity Endorsement has a significant positive influence on Purchase Intention.
2. Celebrity Endorsement has a significant positive influence on Brand Awareness.
3. Brand Awareness has a significant positive influence on Purchase Intention.
4. Celebrity Endorsement significantly positively influences Purchase Intention mediated by Brand Awareness.

**2. METHOD**

This research employs a causal research design with a quantitative approach. Data for this study were collected through the distribution of questionnaires to respondents who were deemed to meet the predetermined criteria. The questionnaire used a 5-point likert scale, where a rating of 1 indicates "strongly disagree" and a rating of 5 indicates "strongly agree." Celebrity endorsement was measured with four items based on questions posed by [38]and [39], while purchase intentions were measured with six questions as formulated by [21], [40], and [16]. Brand awareness was gauged with four

questions[34]. Data collection was conducted through an online survey involving respondents who had previously seen Skintific product advertisements on TikTok featuring celebrities.

The total number of samples gathered and examined in this research comprises 201 respondents. The involved samples are individuals who have previously viewed Skintific advertisements on TikTok, residing in Indonesia, with a minimum age of 15 years. Respondents are required to be aware of information about Skintific products through marketing efforts conducted on social media (TikTok). The sample collection locations were distributed across all cities in Indonesia using a questionnaire. This research employs the Structural Equation Modeling (SEM) method utilizing the statistical tool AMOS 24 to analyze and evaluate the constructed research constructs' measurement and structural models. Model fit tests will be assessed based on goodness of fit index parameters such as chi-square ( $\chi^2$ ), Incremental Fit Index (IFI), Root Mean Square Error of Approximation (RMSEA), CMIN/DF, root mean squared residual (RMR), goodness of fit index (GFI), Normed Fit Index (NFI), Tucker Lewis Index (TLI), and Comparative Fit Index (CFI). Validation assessment will rely on the standardized loading factor (SLF) values, which should be  $\geq 0.50$  [41], while construct reliability evaluation will be based on tabulated values of construct reliability (CR) and average variance extracted (AVE). Subsequently, the SEM analysis conducted involves an examination of the structural model to assess whether the formulated research hypotheses are accepted or rejected. The SEM analysis will present t-values for each coefficient, and a hypothesis can be considered to have a causal relationship if the t-value is  $\geq$  the critical t-value (1.96) at a significance level of  $\alpha$  (typically  $\alpha = 0.05$ ).

### 3. RESULT AND DISCUSSION

The following is a descriptive overview of the research respondents as outlined in Table 1 below:

**Table 1.** Characteristics of Respondents

Category	Item	F	%
Gander	Man	40	19,9
	Woman	161	80,1
	Total	201	100
Age	15-18 Years	9	4,5
	19-23 Years	122	60,7
	24-29 Years	70	34,8
	<b>Total</b>	<b>201</b>	<b>100</b>
Last education	Diploma	28	13,9
	Doctor	1	0,5
	Masters	2	1,0
	Bachelor	118	58,7
	SENIOR HIGH SCHOOL	52	25,9
	<b>Total</b>	<b>201</b>	<b>100</b>
Domicile	Bandung	2	1,0
	Banjarmasin	1	0,5
	Batam	2	1,0
	DKI Jakarta	6	3,0
	Makasar	1	0,5
	Malang	11	5,5
	Medan	2	1,0
	Palembang	1	0,5
	Pontianak	106	52,7
	Semarang	22	10,9
	Singkawang	38	18,9
	Surabaya	9	4,5
	<b>Total</b>	<b>201</b>	<b>100</b>
	Work	Tutoring Teacher	1
Teacher		3	1,5
Student		26	13,0
Foreman		1	0,5

	Student	3	1,5
	Private Tutor	1	0,5
	Businessman	5	2,5
	Civil servants	37	18,4
	Police	5	2,5
	TNI	2	1,0
	Entrepreneur	117	58,2
	<b>Total</b>	<b>201</b>	<b>100</b>
Monthly Income	IDR 1.000.000 – IDR 3.000.000	106	52,7
	>IDR 3.000.000 - IDR 5.000.000	87	43,3
	> IDR 5.000.000- IDR 10.000.000	8	4,0
	<b>Total</b>	<b>201</b>	<b>100</b>
Monthly Expenses	< IDR. 500.000	20	10,0
	IDR 500.000 – IDR 1.500.000	106	52,7
	IDR1.500.000 – IDR 3.000.000	74	36,8
	IDR 3.000.000 – IDR 5.000.000	1	0,5
	<b>Total</b>	<b>201</b>	<b>100</b>

### Measurement And Structural Models

**Tabel 2.** Value of Standardized Loading Factor, Construct Reliability (CR), and Average Variance Extracted (AVE) in Overall Model Fit

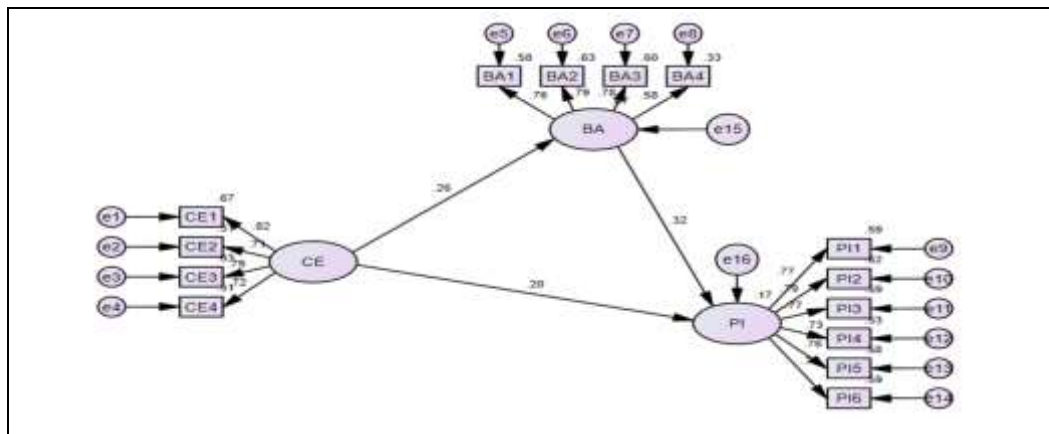
Category	Items	SLF	CR	AVE
<i>Celebrity Endorsement</i>	I buy the Skintific product because it is endorsed by trustworthy celebrities like TasyaFarasya, NagitaSalvina, and AurelHermansyah	0,818	0.846	0.580
	I want to buy Skintific products because trusted celebrities support them.	0,714		
	I will buy Skintific products if the celebrity has a good experience with Skintific.	0,792		
	I will buy Skintific products if the celebrity has enough knowledge about Skintific	0,717		
	I quickly identified Skintific products appearing on TikTok, even amidst other competing brands	0,761		
<i>Brand Awareness</i>	I know more about Skintific brands and more easily recognize the brands I see on TikTok than those I encounter in other contexts, such as stores.	0,793		
	The characteristics of the Skintific brands I had seen on TikTok came to mind quickly	0,778		
	I can easily remember the Skintific brand logos I have seen on TikTok.	0,577		
	I am interested in buying products from Skintific.	0,769	0.894	0.584
<i>Purchase Intention</i>	I plan to use the recommended Skintific products.	0,786		
	I will recommend Skintific products to friends and family around me.	0,770		
	I will gather information about skin care products before I buy them.	0,726		
	I plan to use the recommended Skintific products.	0,764		
	I wish I had spent more time researching Skintific products before I purchased them.	0,768		
I am interested in recommending Skintific to my friends.				
I am interested in recommending Skintific to my friends.	0,768			

Based on Table 2, the results of the validity and reliability tests indicate that the indicators of the constructed model meet the criteria for validity and reliability. The existing indicators have Standardized Loading Factor (SLF) values above 0.50, signifying that all metrics are valid and adequate for measuring the composition of the entire generated model. The Construct Reliability (CR) test results exceed 0.70, indicating that all measuring instruments are reliable and can consistently measure the concepts within the constructed framework.

**Tabel 3.** Goodness of Fit Index

Goodness of Fit Index	Cut off Value	Hasil	Keterangan
$\chi^2$	Expected to be low	91.667	
$\chi^2$ - Significance Probability	$\geq 0.05$	0.08	
CMIN/DF	$\leq 3.00$	1.239	Good Fit
RMSEA	$\leq 0.08$	0.035	Good Fit
RMR	$< 0,05$	0.019	Good Fit
NFI	$\geq 0.90$	0.931	Good Fit
IFI	$\geq 0.90$	0.986	Good Fit
TLI	$\geq 0.90$	0.983	Good Fit
CFI	$\geq 0.90$	0.986	Good Fit

Based the model suitability tests listed in Table 3 show that the model suitability requirements are accepted, and suitability can be stated. Five measurements showed a reasonable degree of agreement. If there are 3-4 measurements with a good agreement or exceeding the threshold value, the study model configuration can be declared adequate and accepted.



**Figure 2.** Full Model Testing

Based on the complete model testing, Celebrity endorsement influences purchase intention, and Celebrity endorsement affects Brand awareness. Brand awareness influences purchase intention, and Celebrity Endorsement influences Purchase intention mediated by Brand Awareness. Celebrity endorsement affects purchase intention and brand awareness because celebrities bring positive associations and attractiveness that can permeate consumers' perceptions of the brand. When celebrities endorse a product, it increases consumers' brand awareness and triggers the desire to purchase it. Brand awareness plays a mediating role because the natural increase in brand awareness influences consumers' desire to purchase it. Therefore, celebrity endorsement is a primary catalyst in forming the relationship among these three variables.

**Hypothesis Testing**

The findings pertaining to the examination of the relationship between variables in the study configuration established in this research can be delineated as following.

**Table 4.** Hypothesis Testing

Hypothesis	Path	Estimate	S.E.	C.R.	P
H <sub>1</sub>	<i>Brand Awareness &lt;-- Celebrity Endorsement</i>	0,256	0,083	3,099	0,002
H <sub>2</sub>	<i>Purchase Intention &lt;-- Celebrity Endorsement</i>	0.207	0,086	2,396	0,017
H <sub>3</sub>	<i>Purchase Intention &lt;-- Brand Awareness</i>	0,346	0,092	3,747	***

Based on the results of hypothesis testing in Table 4, the hypotheses are based on existing knowledge. Celebrity Endorsements has a significant positive impact on purchase intention. The t-value and p-value support the hypothesis evidence. The t value for the variable Celebrity Endorsements and Purchase intentions is 2.392, indicating a significant effect. Likewise, the p-value shows <0.05 ( $\alpha = 0.05$ ). The results of the second hypothesis are also accepted. Celebrity Endorsements have a significant positive impact on brand awareness. The t value for the variable Celebrity Endorsements to Purchase Intention is 3.099, indicating a positive and significant influence. Likewise, the p-value shows a number smaller than 0.05. The third hypothesis is also valid. Celebrity endorsements have a significant impact on purchase Intention. The t value for the Brand awareness and variables Purchase Intention reach was 3,747. This shows that the value obtained exceeds the t table value. Likewise, if the p-value <0.05 ( $\alpha = 0.05$ ). To confirm the indirect influence on the effect of the inherent mediating variables, we present Table 5, which is obtained from the results of the Sobel test.

**Table 5.** Sobel Test

	Sobel test statistic	Two- tailed probability
<i>Celebrity Endorsement --&gt;Brand Awareness --&gt; Purchase Intention</i>	2.385	0.017

Based on the Sobel test results in Table 5, the Sobel test statistic is 2.385 with a p-value of 0.17. Sobel test statistical value > t-table value. Likewise, the p-value is <0.05 ( $\alpha = 0.05$ ). These results suggest a critical indirect influence of Celebrity endorsement on purchase intention through brand awareness.

#### 4. CONCLUSION

When consumers see celebrities they admire or trust endorsing a particular product or brand, they are likelier to believe that the product has excellent value and quality. Celebrity endorsement with purchase intention shows these relationships are meaningful and positive [11]. The research conducted by [18] indicates that celebrity endorsement of a brand leads to heightened brand identification and fosters a positive attitude, influencing consumers' intention to make a purchase. The presence of a celebrity can attract greater consumer attention than regular promotions. This helps brands gain greater visibility [42]. According to [26], advertisers hold the belief that celebrity endorsements are an effective marketing strategy to enhance brand awareness. This research suggests that Celebrity Endorsements improve brand awareness. This research found that brand Awareness can increase purchase Intention. When consumers recognize or are familiar with a brand, they generally feel more confident and comfortable purchasing products or services from it. Recognized brands have a competitive advantage in winning consumer trust. These results align with research [31] Stating that brand awareness has a direct and substantial impact on purchase intention. The study conducted by [18] suggests that when a celebrity endorses a business, it increases customers' identification with the brand and promotes a favorable attitude, ultimately affecting their propensity to buy. The strong Brand Awareness of a good brand will further enhance the Purchase Intention of that brand in the minds of consumers [43]. This research also shows that Brand Awareness can mediate the influence between celebrity endorsement and purchase intention. These results show the critical indirect influence of Celebrity endorsement on purchase intention through Brand Awareness. When a celebrity endorses or promotes a brand, this can increase the brand's recognition among audiences influenced by the celebrity. Brand Awareness increases because consumers associate celebrities with brands. Conduct further research regarding other factors or variables that impact Purchase Intentions apart from Celebrity Endorsement and Brand Awareness. Expanding the research to other social media platforms besides TikTok to gain a more holistic understanding of consumer purchase intention. Special thanks are given to the Faculty of Economics and Business, Universitas Tanjungpura, which facilitated the author to publish this article.

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