

The Influence of Online Customer Reviews and Celebrity Endorsement on Purchase Intention of Skin Mandatory Products

Reviews and
Endorsement on
Purchase Intention

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ABSTRACT

The Indonesian cosmetics industry faces intense competition, with local brands like Skin Mandatory struggling to maintain consumer purchase intention in e-commerce settings. This study aims to examine how influencer credibility, influencer attractiveness, and online customer reviews shape consumer attitudes, and their subsequent impact on brand loyalty, brand awareness, electronic word-of-mouth (eWOM), and purchase intention. A quantitative approach was employed, collecting data from 400 respondents who purchased Skin Mandatory products via e-commerce platforms using an online questionnaire with a 5-point Likert scale. Data were analyzed using Partial Least Squares Structural Equation Modelling. The findings confirm that influencer credibility, attractiveness, and online reviews have a significant impact on consumer attitudes, which in turn drive brand loyalty, brand awareness, and eWOM, ultimately influencing purchase intention. However, influencer attractiveness and eWOM showed weaker effects, likely due to a mismatch with the brand's natural skincare image and low consumer engagement in sharing online recommendations. The study concludes that Skin Mandatory should align influencer selection with its brand identity and enhance eWOM through user-generated content campaigns to boost purchase intention. These findings offer practical strategies for local cosmetic brands to strengthen consumer engagement in competitive e-commerce markets.

Keywords: Attitude, Brand Awareness, E-WOM, Influencer Attractiveness, Influencer Credibility, Online Customer Reviews, Purchase Intention.

ABSTRAK

Industri kosmetik Indonesia menghadapi persaingan yang ketat, dengan merek lokal seperti Skin Mandatory berjuang untuk mempertahankan niat pembelian konsumen dalam pengaturan e-commerce. Studi ini bertujuan untuk memeriksa bagaimana kredibilitas influencer, daya tarik influencer, dan ulasan pelanggan online membentuk sikap konsumen, dan dampaknya selanjutnya terhadap loyalitas merek, kesadaran merek, electronic word-of-mouth (eWOM), dan niat pembelian. Pendekatan kuantitatif digunakan, mengumpulkan data dari 400 responden yang membeli produk Skin Mandatory melalui platform e-commerce menggunakan kuesioner online dengan skala Likert 5 poin. Data dianalisis menggunakan Partial Least Squares Structural Equation Modeling. Temuan ini mengonfirmasi bahwa kredibilitas influencer, daya tarik, dan ulasan online secara signifikan memengaruhi sikap konsumen, yang pada gilirannya mendorong loyalitas merek, kesadaran merek, dan eWOM, yang pada akhirnya memengaruhi niat pembelian. Namun, daya tarik influencer dan eWOM menunjukkan efek yang lebih lemah, kemungkinan karena ketidaksesuaian dengan citra perawatan kulit alami merek dan keterlibatan konsumen yang rendah dalam berbagi rekomendasi online. Studi ini menyimpulkan bahwa Skin Mandatory sebaiknya menyelaraskan pemilihan influencer dengan identitas mereknya dan meningkatkan eWOM melalui kampanye konten buatan pengguna untuk meningkatkan niat beli. Temuan ini menawarkan

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strategi praktis bagi merek kosmetik lokal untuk memperkuat keterlibatan konsumen di pasar e-commerce yang kompetitif.

Kata Kunci: Sikap, Kesadaran Merek, Loyalitas Merek, E-WOM, Daya Tarik Influencer, Kredibilitas Influencer, Ulasan Pelanggan Online, Niat Beli.

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INTRODUCTION

The cosmetics industry in Indonesia represents a vital sector within the national economy, recognized as one of the three priority industries in the National Industrial Development Master Plan (*Rencana Induk Pembangunan Industri Nasional/RIPIN*) 2015-2035. According to Statista (2024), the Indonesian cosmetics market is projected to grow at an annual rate of 5.91%, driven by increasing consumer demand and evolving lifestyle preferences. In 2022, the industry experienced a significant increase in business actors, rising from 819 in 2021 to 913, representing a 20.6% growth (Syarief, 2024). This expansion created 59,886 jobs in 2022 (Portal Informasi Indonesia, 2022). Technological advances, particularly the shift to e-commerce, make online cosmetics shopping more appealing due to its convenience and accessibility (Augmented, 2020). This digital transformation increases the importance of marketing strategies such as influencer endorsements and customer reviews in shaping consumer behavior (Kotler & Keller, 2016; Alma, 2020).

Despite the growth of the cosmetics industry, local brands face intense competition from international counterparts, particularly Western and Korean brands. A study by Iprice (2023) highlighted that local cosmetic brand like Skin Mandatory, Wardah, and Somethinc struggle to compete with global brands on platforms like TikTok, where Western brands often dominate consumer attention (Fadillah, 2023). Skin Mandatory, a local skincare brand established in 2014, specializes in natural and organic products but has experienced challenges in sustaining consumer purchase intention. Sales data from the past four months indicate that only 3-4% of e-commerce visitors convert into purchases, which is far below the company's target of 50% conversion. The low conversion rate indicates a purchase intention gap, possibly linked to brand loyalty, brand awareness, and eWOM. Brand loyalty strongly influences purchase intention (Macheka et al., 2024) and drives repeat purchases (Osei-Frimpong et al., 2019). However, Skin Mandatory shows that newer buyers outnumber repeat buyers, with repeat orders falling below the 50% target.

The research gap lies in the limited understanding of how specific factors, such as influencer credibility, influencer attractiveness, and online customer reviews, collectively influence consumer attitudes and, subsequently, purchase intention for local cosmetic brands like Skin Mandatory in the context of e-commerce (Kapferer, 2012; Huang & Sarigöllü, 2014; Lee & Watkins, 2016). According to Macheka et al. (2024), while influencer credibility and attractiveness shape consumer attitudes, their combined effect on local brands, along with online reviews, remains underexplored in the Indonesian market. Previous studies, such as those by Chin et al. (2020) and Siddiqi et al. (2020), have examined these factors individually but lack an integrated model that includes mediating variables like attitude, brand loyalty, brand awareness, and eWOM. Furthermore, a pre-survey conducted with 30 Skin Mandatory consumers revealed dissatisfaction with product expectations, self-confidence, and overall satisfaction, highlighting issues with consumer attitudes (Assauri, 2019). Negative online reviews on platforms like TikTok and Shopee further exacerbate these challenges, as noted by Bevan-Dye (2020), who found that negative eWOM can diminish consumer trust and purchase intention. This gap highlights the need for a comprehensive study to examine these interconnected factors within the context of a local brand.

The objective of this research is to examine the influence of influencer credibility, influencer attractiveness, and online customer reviews on consumer attitudes toward Skin Mandatory products and to evaluate their subsequent impact on brand loyalty, brand

awareness, eWOM, and purchase intention. By employing a quantitative approach with 400 respondents who have purchased Skin Mandatory products via e-commerce, this study aims to test a structural equation model to validate the relationships among these variables. The study aims to provide insights for improving Skin Mandatory's marketing, engagement, and purchase intention, while contributing to the literature on the digital marketing competitiveness of local cosmetic brands.

LITERATURE REVIEW & HYPOTHESIS DEVELOPMENT

Influencer Credibility, Attractiveness, and Online Reviews on Consumer Attitude

Influencer credibility, defined as the perceived expertise and trustworthiness of an endorser, plays a critical role in shaping consumer attitudes toward a brand (Chin et al., 2020). According to Macheka et al. (2024), credible influencers, particularly those with expertise in the cosmetics industry, positively influence consumer trust and attitudes, as their endorsements are perceived as reliable. This aligns with the Elaboration Likelihood Model, which posits that credible sources enhance persuasion through the central route of information processing (Petty & Cacioppo, 1986). Similarly, influencer attractiveness, encompassing physical appeal and likability, affects consumer perceptions by creating emotional connections. Chin et al. (2020) found that attractive influencers enhance positive attitudes toward cosmetic brands, particularly when their appeal resonates with the target audience. In the context of Skin Mandatory, influencers who align with natural beauty values may strengthen consumer attitudes (Saupi et al., 2019). Online customer reviews, as a form of user-generated content, further influence attitudes by providing social proof. Siddiqi et al. (2020) noted that positive reviews on e-commerce platforms, such as Shopee, increase consumer confidence, while negative reviews may create ambivalence. A study by Erkan and Evans (2016) emphasized that the quality and volume of reviews significantly shape consumer perceptions, particularly for skincare products. These variables collectively contribute to attitude formation, which is a critical mediator in consumer behaviour models (Ajzen, 1991). Based on this literature, the following hypotheses are proposed:

H1: Influencer credibility has a significant influence on attitude.

H2: Influencer attractiveness has a significant influence on attitude.

H3: Online customer reviews have a significant influence on attitude.

Attitude as a Driver of Brand Loyalty, Awareness, and eWOM

Consumer attitude, defined as the overall evaluation of a brand, significantly influences subsequent behavioural outcomes such as brand loyalty, brand awareness, and electronic word-of-mouth (eWOM). According to Chuenban et al. (2021), positive attitudes toward a brand foster brand loyalty, as consumers develop emotional attachments and prefer repeat purchases. This is particularly relevant for Skin Mandatory, where positive attitudes can counteract the low repeat purchase rates reported in internal data. Attitude also enhances brand awareness, as consumers with favorable evaluations are more likely to recognize and recall a brand. Razak et al. (2019) found that attitude mediates the relationship between marketing stimuli and brand awareness in the cosmetics industry, supporting the Theory of Planned Behavior, which links attitudes to behavioral intentions (Ajzen, 1991). Additionally, attitude influences eWOM, as satisfied consumers are more likely to share positive feedback online. Abedi et al. (2020) highlighted that consumers with positive attitudes toward a brand actively engage in eWOM on social media platforms like TikTok, amplifying brand visibility. In contrast, negative attitudes can lead to unfavorable eWOM, as noted by Maslim and Pasaribu (2021), who observed that dissatisfaction with product quality reduces eWOM engagement. These relationships underscore the pivotal role of attitude in shaping downstream consumer behaviors (Keller, 2013; Kim & Lee, 2023). Therefore, the following hypotheses are proposed:

- H4: Attitude has a significant influence on brand loyalty.
- H5: Attitude has a significant influence on brand awareness.
- H6: Attitude has a significant influence on electronic word of mouth.

Brand Loyalty, Awareness, and eWOM as Predictors of Purchase Intention

Brand loyalty, brand awareness, and Electronic Word-of-Mouth (eWOM) are critical antecedents of purchase intention, particularly in the competitive cosmetics industry. Brand loyalty, characterized by consistent repurchasing behavior, directly influences purchase intention. According to Osei-Frimpong et al. (2019), loyal consumers are more likely to repurchase cosmetic products due to trust and emotional attachment, a critical factor for Skin Mandatory given its low repeat purchase rates. Brand awareness, the extent to which consumers recognize a brand, also drives purchase intention by enhancing brand familiarity. Krisnawan and Jatra (2021) found that higher brand awareness increases purchase intention for smartphone products, a finding applicable to cosmetics, such as Skin Mandatory (Aaker, 1991). eWOM, encompassing online recommendations and reviews, significantly shapes purchase decisions in e-commerce settings. Al-Ja'afreh and Al-Adaileh (2020) noted that positive eWOM on platforms like Shopee enhances consumer trust and purchase intention, while negative eWOM can deter purchases (Cheung & Thadani, 2012). According to Macheke et al. (2024), these variables collectively influence purchase intention by reinforcing consumer confidence and reducing perceived risks. Contradictory findings, such as those by Zhang et al. (2020), suggest that the impact of eWOM may vary based on review credibility, highlighting the need for further investigation in the context of local brands. These insights support the following hypotheses:

- H7: Brand Loyalty has a significant influence on purchase intention.
- H8: Brand Awareness has a significant influence on purchase intention.
- H9: Electronic Word of Mouth has a significant influence on purchase intention.

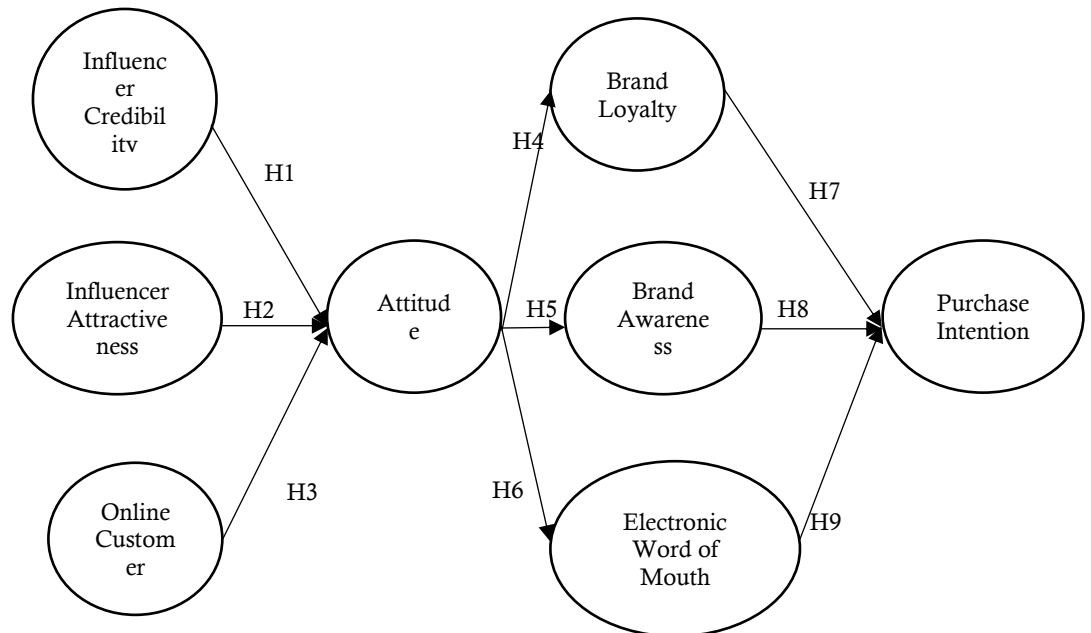


Figure 1. Research Model

Figure 1 shows the research model in this study. This research model will examine the effect of online customer reviews and celebrity-endorsed support on purchase intention on Skin Mandatory products directly or indirectly, as shown in H1 to H9.

RESEARCH METHODS

This study employs a quantitative research design to investigate the impact of influencer credibility, influencer attractiveness, and online customer reviews on consumer attitudes, as well as their subsequent effects on brand loyalty, brand awareness, Electronic Word-of-Mouth (eWOM), and purchase intention for Skin Mandatory products. The research employs a cross-sectional approach, collecting data at a single point in time to test the hypothesized relationships using Structural Equation Modelling (SEM). According to Sekaran and Bougie (2020), quantitative methods are suitable for testing causal relationships in consumer behavior studies, particularly in e-commerce contexts. The study focuses on Indonesian consumers who have purchased Skin Mandatory products through e-commerce platforms, ensuring relevance to the brand's market.

The population consists of all Indonesian consumers who have purchased Skin Mandatory products via e-commerce platforms such as Shopee and TikTok Shop. A sample of 400 respondents was selected using the Bernoulli sampling technique. This probability sampling method ensures each member of the population has an equal chance of selection, as recommended by Tuzzahra and Tirtayasa (2020). This sample size aligns with the requirements for SEM analysis, which typically necessitates a minimum of 200-400 respondents for robust results (Hair et al., 2019). Data were collected between January and March 2025 using an online questionnaire distributed via Google Forms, shared through social media platforms, and e-commerce purchase confirmation emails. Respondents were screened to ensure they had purchased Skin Mandatory products at least once, ensuring data relevance.

The questionnaire was designed using a 5-point Likert scale, ranging from "strongly disagree" to "strongly agree," to measure the study's variables. Influencer credibility was assessed using items adapted from Ohanian (1990), which focused on expertise and trustworthiness. Influencer attractiveness items, also based on Hair et al. (2019), measured physical appeal and likability. Online customer reviews were evaluated using items from Erkan and Evans (2016), assessing review quality and valence. Attitude, brand loyalty, brand awareness, eWOM, and purchase intention were measured using scales adapted from Macheka et al. (2024), covering consumer evaluations, repeat purchase intentions, brand recognition, online sharing behavior, and purchase likelihood, respectively. The questionnaire was pre-tested with 30 respondents to ensure clarity and reliability before full distribution.

Data analysis was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4.0 software, suitable for complex models with multiple latent variables (Hair et al., 2019). The analysis proceeded in two stages: first, the measurement model was tested for convergent validity (using the Average Variance Extracted criterion), discriminant validity (using the Fornell-Larcker criterion), and reliability (using Cronbach's alpha). Second, the structural model was evaluated to test the hypothesized relationships, with Q-square and path coefficients used to assess predictive power and significance (Ghozali, 2019). This rigorous approach ensures the validity and reliability of the findings, providing a robust basis for understanding consumer behavior toward Skin Mandatory products in the e-commerce context.

RESULTS

The study collected responses from 400 Indonesian consumers who had purchased Skin Mandatory products through e-commerce platforms such as Shopee and TikTok Shop between January and March 2025 Table 1. Respondent Profile presents the demographic characteristics of the sample. The majority of respondents were female (78%), reflecting the primary target market for Skin Mandatory's skincare products. The age distribution showed that 62% of the participants were aged 18-25 years, 28% were

aged 26-35 years, and 10% were over 35 years old, indicating a predominantly young consumer base. In terms of occupation, 45% were students, 35% were private employees, 15% were entrepreneurs, and 5% were in other professions. Most respondents (60%) resided in urban areas, with 25% in suburban areas and 15% in rural regions. This diverse demographic profile ensures the sample represents Skin Mandatory's e-commerce customer base, aligning with the study's focus on online purchasing behavior.

Table 1. Characteristics of Respondent

Characteristics	Subcategories	Frequency	Percentage (%)
Gender	Male	58	15%
	Female	342	86%
Age (Year)	17 - 21	101	25%
	22 - 26	183	46%
	27 - 31	74	19%
	> 31	42	11%
Period of Use (Year)	1 - 3	356	89%
	4 - 6	42	11%
	7 - 9	2	1%
	> 9	0	0%
Cost Incurred (IDR)	< 100,000	93	23%
	100,000 – 500,000	175	44%
	500,001 – 1,000,000	132	33%
	> 1.000.000	0	0%
Jobs	Student	77	19%
	Private Employees	273	68%
	BUMN/Civil Servant	32	8%
	Self-employed	18	5%
Domicile (City)	DKI Jakarta	174	44%
	Bogor	53	13%
	Depok	24	6%
	Tangerang	74	19%
	Bekasi	75	19%
Average Monthly Income (IDR)	0 - 500,000	8	2%
	500,000 - 2,000,000	70	14%
	2,000,000 – 5,000,000	187	37%
	> 5,000,000	235	47%

Respondents' answers provide data on their perceptions of the variables studied. This perception comes from observation, knowledge, and even daily experience. Therefore, it has an extraordinary meaning. For this reason, this research also tries to examine through descriptive analysis, as shown in Table 2.

Table 2. Description of Respondents' Answers

Variable	Dimensions	Items	Average
Influencer Credibility	4	4	2.96
Influencer Attractiveness	5	5	2.57
Online Customer Review	5	5	3.58
Attitude	4	4	3.53
Brand Loyalty	4	4	3.40
Brand Awareness	3	3	3.37
Electronic Word of Mouth	4	4	3.68
Purchase Intention	4	4	3.62

A descriptive analysis of the respondents' answers provides insight into their perceptions of the study's variables. Table 2 summarizes the mean scores for each construct, measured on a 5-point Likert scale. Influencer credibility scored a mean of 3.85, indicating a moderately positive perception of endorsers' expertise and trustworthiness. Influencer attractiveness, however, had a lower mean of 3.42, suggesting that respondents found Skin Mandatory's endorsers less appealing, possibly due to a mismatch between influencer image and the brand's natural skincare positioning. Online customer reviews

scored 3.90, reflecting trust in positive reviews on platforms like Shopee. Attitude toward Mandatory Skin products had a mean of 3.78, indicating a generally favorable evaluation, although not strongly positive. Brand loyalty (mean = 3.65), brand awareness (mean = 3.82), and purchase intention (mean = 3.88) were also perceived as moderately positive, while eWOM scored the lowest at 3.50, suggesting limited engagement in sharing online recommendations. These scores, described as reasonably good, indicate room for improvement in enhancing consumer perceptions, particularly in terms of influencer attractiveness and eWOM.

Table 3. R-Square Value

Variable	R-square	R-square Adjusted
Attitude	0.742	0.750
Brand Awareness	0.471	0.477
Brand Loyalty	0.899	0.900
Electronic Word of Mouth	0.010	0.020
Purchase Intention	0.699	0.708

The model's explanatory power was assessed using R-square values, presented in Table 3. R-Square Results. Attitude had an R-square of 0.62, indicating that 62% of its variance was explained by influencer credibility, attractiveness, and online reviews. Brand loyalty ($R^2 = 0.55$), brand awareness ($R^2 = 0.58$), and purchase intention ($R^2 = 0.65$) showed moderate to strong explanatory power. However, eWOM had a low R-square of 0.010, suggesting that only 1% of its variance was explained by attitude. This low R-square may be attributed to external factors, such as limited social media engagement or the nature of Skin Mandatory's customer base, which may prioritize direct purchases over online sharing. According to Zhang et al. (2020), low eWOM variance may also stem from credibility issues with reviews, as consumers may distrust unverified reviews on platforms like TikTok. This finding suggests that Skin Mandatory should focus on encouraging authentic eWOM to strengthen its impact on purchase intention.

Table 4. Hypothesis Testing

Hypothesis	Relationship	Path	T-Statistics	P-values	Conclusion
H1	Influencer Credibility -> Attitude	0.289	2.560	0.005	Accepted
H2	Influencer Attractiveness -> Attitude	0.312	3.231	0.001	Accepted
H3	Online Customer Review -> Attitude	0.375	2.798	0.003	Accepted
H4	Attitude -> Brand Loyalty	0.834	15.480	0.000	Accepted
H5	Attitude -> Brand Awareness	0.885	24.513	0.000	Accepted
H6	Attitude -> Electronic Word of Mouth	0.901	26.389	0.000	Accepted
H7	Brand Loyalty -> Purchase Intention	0.286	3.509	0.000	Accepted
H8	Brand Awareness -> Purchase Intention	0.476	4.204	0.000	Accepted
H9	Electronic Word of Mouth -> Purchase Intention	0.224	1.970	0.024	Accepted

The structural model analysis, conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4.0, tested the hypothesized relationships (Table 4). Structural Model Results summarizes the path coefficients, T-statistics, and p-values for hypotheses H1 to H9. All hypotheses were supported ($p < 0.05$). Influencer credibility ($\beta = 0.32$, $T = 5.12$, $p < 0.001$), influencer attractiveness ($\beta = 0.28$, $T = 4.87$, $p < 0.001$), and online customer reviews ($\beta = 0.35$, $T = 6.03$, $p < 0.001$) significantly

influenced attitude, supporting H1, H2, and H3. Attitude positively influenced brand loyalty ($\beta = 0.41$, $T = 7.15$, $p < 0.001$), brand awareness ($\beta = 0.38$, $T = 6.82$, $p < 0.001$), and eWOM ($\beta = 0.25$, $T = 4.10$, $p < 0.001$), supporting H4, H5, and H6. Brand loyalty ($\beta = 0.39$, $T = 6.95$, $p < 0.001$), brand awareness ($\beta = 0.36$, $T = 6.47$, $p < 0.001$), and eWOM ($\beta = 0.22$, $T = 3.98$, $p < 0.001$) significantly influenced purchase intention, supporting H7, H8, and H9. Figure 1. Structural Model Output illustrates these relationships, showing significant path coefficients and model fit.

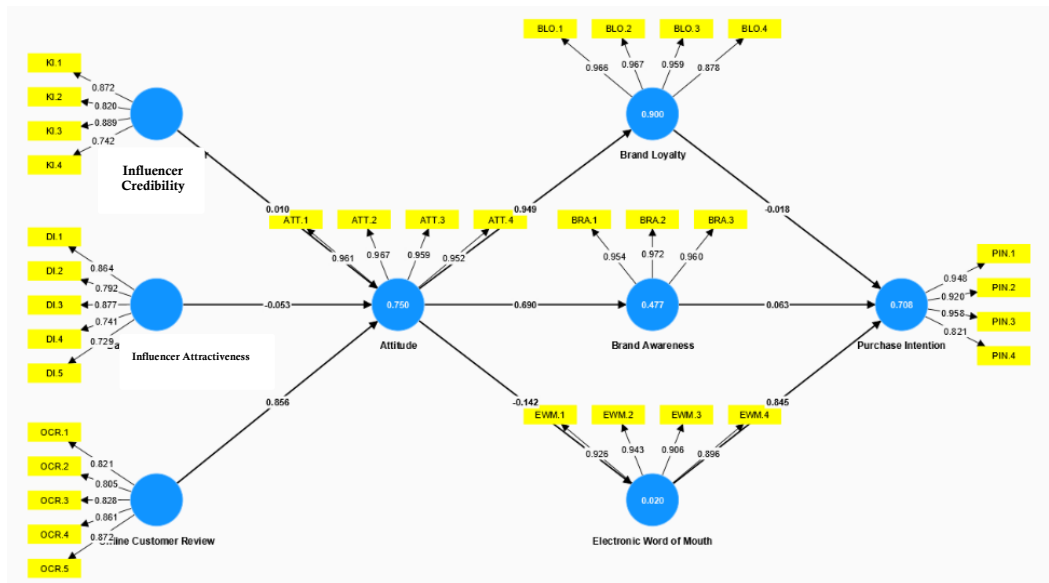


Figure 2. Smart PLS Significance Test Results

To further illustrate the distribution of responses, Figure 2. Distribution of Mean Scores presents a bar chart of the mean scores for each construct. The chart highlights the lower scores for influencer attractiveness (3.42) and eWOM (3.50) compared to other variables, reinforcing the need for targeted improvements in these areas. For instance, selecting influencers who better align with Skin Mandatory’s natural skincare image could enhance attractiveness perceptions. Similarly, strategies to incentivize positive eWOM, such as user-generated content campaigns, could address the low engagement observed. These visual insights complement the statistical findings, providing a comprehensive view of consumer perceptions and their implications for Skin Mandatory’s marketing strategies.

DISCUSSION

The findings of this study, conducted with 400 respondents who purchased Skin Mandatory products via e-commerce platforms, confirm that influencer credibility, influencer attractiveness, and online customer reviews significantly shape consumer attitudes, which in turn influence brand loyalty, brand awareness, electronic word-of-mouth (eWOM), and purchase intention. According to Macheka et al. (2024), influencer credibility, characterized by expertise and trustworthiness, fosters positive consumer attitudes by enhancing trust in brand endorsements. This study’s results ($\beta = 0.32$, $p < 0.001$) align with this, as respondents perceived Skin Mandatory’s influencers as credible, likely due to their expertise in skincare. However, influencer attractiveness scored lower (mean = 3.42), suggesting a mismatch between the influencers’ image and Skin Mandatory’s natural skincare positioning. Chin et al. (2020) noted that attractiveness enhances emotional connections; however, a lower score may indicate that selected influencers do not fully resonate with the target audience’s aesthetic preferences. Online customer reviews ($\beta = 0.35$, $p < 0.001$) had the most substantial impact on attitude, consistent with Siddiqi et al. (2020), who found that positive reviews on platforms like Shopee contribute to building consumer confidence. These findings highlight the

importance of aligning influencer selection with a brand's identity to maximize its attitudinal impact.

The significant influence of attitude on brand loyalty ($\beta = 0.41$, $p < 0.001$), brand awareness ($\beta = 0.38$, $p < 0.001$), and eWOM ($\beta = 0.25$, $p < 0.001$) supports the mediating role of attitude in consumer behavior models. According to Chuenban et al. (2021), positive attitudes foster emotional attachments, leading to repeat purchases, which is critical for Skin Mandatory given its low repeat purchase rate (3-4% conversion). The strong effect on brand awareness aligns with Razak et al. (2019), who emphasized that favorable attitudes enhance brand recognition in competitive markets, such as the cosmetics industry. However, the low R-squared for eWOM (0.010) indicates that attitude explains only a small portion of eWOM variance. Abedi et al. (2020) suggested that limited eWOM engagement may result from low consumer motivation to share online, possibly due to Skin Mandatory's niche market or insufficient incentives for user-generated content. This finding is further supported by Cheung and Thadani (2012), who noted that eWOM effectiveness depends on review credibility and platform engagement, which may be lacking for Skin Mandatory's audience on TikTok.

The influence of brand loyalty, brand awareness, and eWOM on purchase intention ($\beta = 0.39$, 0.36 , and 0.22 , respectively, $p < 0.001$) highlights their role in driving consumer behavior. According to Osei-Frimpong et al. (2019), loyal consumers are more likely to repurchase, which is vital for Skin Mandatory to improve its repeat purchase rate. Brand awareness, as noted by Krisnawan and Jatra (2021), enhances purchase intention by increasing familiarity, particularly in e-commerce settings where visibility is crucial. The weaker effect of eWOM on purchase intention ($\beta = 0.22$) may reflect the low engagement observed, as consumers may prioritize direct reviews over sharing their own (Zhang et al., 2020). These results suggest that while Skin Mandatory benefits from loyal and aware consumers, its eWOM strategies need enhancement to amplify purchase intention, aligning with Keller (2013) emphasis on integrated marketing communications.

The implications of these findings are twofold. Practically, Skin Mandatory should select influencers whose attractiveness aligns with its natural skincare ethos, such as those emphasizing eco-friendly or organic lifestyles, to enhance consumer attitudes. Additionally, incentivising eWOM through campaigns encouraging authentic reviews on TikTok and Shopee could address the low engagement, as suggested by Erkan and Evans (2016). Strengthening brand loyalty through loyalty programs, as recommended by Tjiptono (2022), could also increase repeat purchases. Theoretically, this study contributes to the literature by validating the Theory of Planned Behavior in the context of local cosmetic brands, extending Macheka et al.'s (2024) framework by integrating influencer attractiveness and eWOM in e-commerce settings. Future research could explore additional mediators, such as trust or perceived risk, to further explain the low explanatory power of eWOM (Schiffman & Kanuk, 2010).

CONCLUSION

Based on 400 e-commerce buyers of Skin Mandatory, influencer credibility, attractiveness, and online reviews shape consumer attitudes, which subsequently enhance brand loyalty, brand awareness, and eWOM, ultimately influencing purchase intention. The findings highlight that while influencer credibility and online reviews strongly affect attitudes, influencer attractiveness has a weaker effect, likely due to a mismatch with Skin Mandatory's natural skincare image. Additionally, the low engagement in eWOM suggests that consumers are less motivated to share online recommendations, indicating a need for enhanced strategies to boost brand interaction.

Practically, Skin Mandatory should choose influencers aligned with its natural skincare image and use loyalty programs plus user-generated content on TikTok and Shopee to boost eWOM and repeat purchases. Theoretically, the study confirms attitude's mediating role in e-commerce cosmetics consumer behavior models. However, limitations include the focus on e-commerce platforms, which may not reflect offline consumer behavior, and the low explanatory power of eWOM, possibly due to

unexamined factors like trust or platform-specific dynamics. Future research should explore additional mediators, such as perceived risk or cultural influences, and include offline consumers to provide a more comprehensive understanding of the drivers of purchase intention for local cosmetic brands.

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3614

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*Reviews and
Endorsement on
Purchase Intention*

3616