

Bridging Intentions and Actions: An Analysis of the Gap in Consumers' Skincare Product Purchasing Behavior

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ABSTRACT

The skincare industry in Indonesia experienced rapid growth during the 2010–2023 period, driven by increasing awareness of skin health among Generation Z and Millennials. In the digital age, social media has become a primary marketing channel, leveraging celebrity endorsement strategies to influence consumer psychology. However, high exposure to promotions often creates a gap between purchase intent and actual purchasing behavior in the field. This study aims to analyze the influence of Celebrity Attractiveness, Celebrity Credibility, Social Media Influence, and Perceived Quality on Generation Z's purchase intention for skincare products, with Trust as the intervening variable. The study used a quantitative approach with a sample of 150 Generation Z respondents selected through purposive sampling. Data were analyzed using Structural Equation Modeling (AMOS). Celebrity Attractiveness had a positive and significant effect on Trustworthiness and Perceived Quality. The construct of Social Media Influence was also found to have a positive and significant effect on Trustworthiness and Purchase Intention. Furthermore, Celebrity Credibility significantly influenced Trustworthiness and Perceived Quality. In addition, Perceived Quality and Trustworthiness contributed significantly and positively to Purchase Intention. These findings confirm that trust is a crucial psychological mechanism that bridges visual appeal and digital social influence to translate into actual purchase intent in the beauty industry.

ABSTRAK

Industri perawatan kulit (skincare) di Indonesia mengalami pertumbuhan pesat selama periode 2010–2023, yang didorong oleh meningkatnya kesadaran akan kesehatan kulit pada Generasi Z dan Milenial. Di era digital, media sosial menjadi saluran pemasaran utama yang memanfaatkan strategi celebrity endorsement untuk memengaruhi psikologi konsumen. Namun, paparan promosi yang tinggi sering kali memicu kesenjangan (gap) antara minat beli dan perilaku pembelian aktual di lapangan. Penelitian ini bertujuan untuk menganalisis pengaruh Celebrity Attractiveness, Celebrity Credibility, Social Media Influence, dan Perceived Quality terhadap Purchase Intention produk skincare pada Generasi Z, dengan Trust sebagai variabel intervening. Metode penelitian menggunakan pendekatan kuantitatif dengan sampel sebanyak 150 responden Generasi Z yang dipilih melalui purposive sampling. Data dianalisis menggunakan Structural Equation Modeling Amos. Celebrity Attractiveness berpengaruh positif dan signifikan terhadap Trustworthiness dan Perceived Quality. Konstruk Social Media Influence juga terbukti memiliki pengaruh positif dan signifikan terhadap Trustworthiness serta Purchase Intention. Selanjutnya, Celebrity Credibility terbukti secara signifikan memengaruhi Trustworthiness dan Perceived Quality. Di samping itu, Perceived Quality dan Trustworthiness terbukti berkontribusi positif secara signifikan dalam meningkatkan Purchase Intention. Temuan ini menegaskan bahwa kepercayaan (trust) merupakan mekanisme psikologis krusial yang menjembatani daya tarik visual dan pengaruh sosial digital menjadi niat pembelian yang nyata di industri kecantikan.

1. INTRODUCTION

The beauty industry in Indonesia has shown consistent and positive growth year after year. According to market data, the industry's value increased significantly from 2,115 million U.S. dollars in 2010 to 5,184 million U.S. dollars by 2023. This rapid growth aligns with the public's increasing awareness of the

importance of health and skincare. Changes in lifestyle, rising incomes, and the ease of accessing information through digital media have propelled skincare products to become one of the most sought-after categories of cosmetics among various age groups, particularly Gen Z and Millennials. This trend has sparked intense competition in the digital market, where both local and international brands aggressively promote innovation, superior quality, and massive marketing campaigns.

In the digital age, social media platforms such as Instagram, TikTok, YouTube and Facebook have evolved into key marketing channels. These platforms serve not only as passive promotional tools but also as a means of two-way communication with consumers through educational content, product reviews and visual recommendations. To capture the audience's attention amid information overload, many skincare companies allocate significant budgets to implement celebrity endorsement strategies, ranging from partnering with celebrities, influencers, and beauty creators to Korean idols. Leveraging "celebrity attractiveness" and "celebrity credibility" is believed to accelerate brand exposure, shape positive perceptions, and influence consumers psychologically, making it easier for them to remember the promoted products (Febria Lina & Permatasari, 2020; Joesyiana et al., 2021).

However, the high level of promotional exposure and strong appeal of these digital celebrities have created an anomaly in consumer behavior in the field. Massive promotional exposure does not always correlate directly with actual transactions. Many consumers show interest after seeing reviews from public figures, seek additional information about the product, and even add the product to their digital shopping cart, but ultimately cancel the transaction. Conversely, there is also a group of consumers who immediately make a purchase shortly after receiving a recommendation from an endorser they consider competent and trustworthy. This phenomenon indicates a clear gap between purchase intention and actual purchasing behavior. In the study of consumer behavior, the transition from intention to actual purchase is influenced by various internal and external factors, such as perceived product quality and how consumers filter information from social media (Paul et al., 2016; Purwianti & Ricarto, 2018).

In addition to the gap in empirical evidence, the urgency of this study is driven by inconsistencies (research gaps) in the findings of previous studies. Regarding the variable of social media influence, Arief and Millanyani (2015) and Firdaus and Jumnur (2021) found that social media influence significantly determines purchasing decisions. In contrast, Khairunnisa (2022) found that social media influence, when considered in isolation, has no significant impact on consumer purchasing decisions. Similar inconsistencies in the findings were observed regarding the variable of social influence. While Sharma et al. (2019) and Y. Liu et al. (2019) stated that social environment has a strong impact on purchase interest, Fundrika (2021) showed the opposite result for Generation Z in Indonesia. Generation Z consumers tend not to view their social circles as the primary benchmark; instead, they focus more on the appeal of influencers, product performance, and transparency of the skincare product's ingredients.

Given the complexity of consumer considerations in the digital beauty industry, trust and perceived quality are believed to play a key role in decision-making. Trust serves as a psychological foundation that reduces the perception of risk of loss or poor quality when shopping online (Rahmadhani & Widodo, 2023). Consumers will evaluate the suitability of specifications, features, and the effectiveness of skincare products before placing their trust in a brand. When celebrity endorsements align with a positive perception of quality, consumer trust is built, which ultimately drives purchase intent into actual action.

2. THEORETICAL FRAMEWORK AND HYPOTHESES

In, when analyzing the behavior described above, the Stimulus–Organism–Response (SOR) model serves as a relevant theoretical approach to explain how influences the skincare purchase. This model posits that consumer behavior is the result of a process that begins with an external stimulus, is processed through the organism, comprising internal psychological and emotional factors, and ultimately produces a response in the form of an action, including a purchase decision. Stimuli can include the visual appearance of an app or price promotion.

The Influence of Celebrity Attractiveness on Trustworthiness

(Joesyiana et al., 2021) demonstrated in their study that "Celebrity Attractiveness" refers to individuals who are famous —such as actors, actresses, athletes, or entertainers— who are widely recognized by the public for their achievements in a particular field and play a role in promoting a product or brand. Celebrity endorsers are chosen because they tend to be closer to consumers who feel they share commonalities in terms of self-concept, values, personality, lifestyle, and demographics (Febria Lina & Permatasari,

2020). Research findings (Palandi et al., 2022) indicate that consumer trust can be defined as the totality of knowledge and conclusions formed by consumers regarding a specific object, including its attributes and the benefits derived from it. Trust is a belief in the specific superiority of a product. Consumers will express trust in the various attributes possessed by the brands and products they are evaluating.

Celebrity Attractiveness has become a prominent marketing strategy, particularly when promoting products such as natural beauty care products. Several studies have examined the influence of celebrity characteristics, such as attractiveness, on various consumer perceptions.

Lili et al. (2022) examined the influence of celebrity appeal, along with trust and goal congruence, on consumer attitudes toward cosmetics. Lili et al. (2022) found that celebrity appeal positively influences attitudes toward cosmetics, which can increase consumers' willingness to purchase these products. Similarly, Gilal et al. (2020) explained that celebrity appeal has the strongest influence on brand passion in the context of airline passengers, mediated through satisfaction with the need for relatedness. Researchers note that the attractiveness of brand ambassadors influences consumers' emotional connection to the brand, which aligns with the idea that attractiveness plays a crucial role in determining the strength of trust. In the realm of green advertising, Kumar and Tripathi (2022) highlight that celebrity credibility—which often encompasses attractiveness—plays a key role in shaping consumer attitudes toward advertisements, further supporting the idea that attractive celebrities can enhance product perceptions.

Similarly, Laksono et al. (2022) observed that celebrity appeal influences brand awareness and perception, demonstrating its impact on how consumers view branding and digital endorsements. These findings indicate that celebrity appeal not only increases consumer interest but also influences trust perceptions, particularly regarding product endorsements. Based on previous studies, the following hypothesis was proposed:

H1. Celebrity attractiveness has a positive effect on perceived trustworthiness

The Effect of Celebrity Attractiveness on Perceived Quality

Purwanto et al. (2022) define “celebrity attractiveness” as individuals who launched their careers online by sharing content on social media platforms such as Instagram and YouTube. Celebrity endorsers are well-known figures, such as actors or movie stars, who can influence consumers' attitudes and behaviors toward advertised products. In the world of online business, endorsements have become a key strategy for increasing consumer appeal (Alifia, 2021). Criteria for a good celebrity endorser include high credibility, a positive self-image, expertise, and appeal (Afifah Alifia, 2021).

Perceived quality is consumers' perception of the overall quality or superiority of a product or service, which is often compared to competing products (Rizwan et al., 2021). Ahsan et al. (2020) state that perceived quality encompasses opinions about a brand and the extent to which that brand meets consumers' needs, desires, and expectations. Fandy & Chandra (2020) add that perceived quality refers to customers' perceptions of the overall quality of a product or service. Kotler et al. (2021) explain that perceived quality is shaped by consumers' views on product quality based on their own observations and interpretations. Aaker (in Gumilang et al., 2022) lists indicators of perceived quality, which include performance, service, durability, reliability, product characteristics, price compatibility, and price.

Hudders et al. (2022) examined how influencers' responses to negative comments from followers on social media platforms affect their credibility and consumers' perceptions of the quality of the products they endorse. They found that defensive responses to subjective complaints reduce influencers' credibility, leading to a decline in perceived product quality. Conversely, accommodating responses help maintain credibility and positively influence consumers' views of the product. Similarly, Liu (2024) studied the green food supply chain and emphasized the crucial role of trust in shaping consumers' perceptions of product quality. The study revealed that when consumers trust the information provided by suppliers regarding environmental sustainability and the quality of green food, their perceptions of product quality improve. Trust in the information source directly impacts consumer satisfaction and trust in product attributes. Their research shows that expert sources or influencers with high levels of trust lead consumers to view both hedonistic and utilitarian products more favorably, indicating that trust in information sources has a significant impact on product quality assessments.

Piancatelli et al. (2021) also found that trust in a brand or product environment positively influences visitors' perceptions of a museum's quality, which, in turn, affects their behavioral intentions. This suggests that trust extends beyond product information to a broader brand experience, influencing consumers' perceptions of quality.

These findings indicate that trust is a key factor in shaping consumer evaluations of product quality. In the context of natural beauty care products, where influencer marketing and endorsements are common, trust in the source of product recommendations is essential. Consumers are more likely to perceive a product as high quality when they trust the person or entity endorsing it. Based on existing research, we hypothesized that trust significantly and positively influences the perceived quality of natural beauty care products. Thus, *H2. Celebrity attractiveness has a positive effect on perceived quality.*

The Effect of Social Media Influence on Trustworthiness

According to Lou and Yuan (2019), social media influencers are influential content creators with expertise in specific fields, such as travel, fashion, or electronics. They distribute information through social media and have a large online following, making them an important communication channel for businesses. According to Ohanian (2019), credibility is conceptualized as a construct with three dimensions: expertise, attractiveness, and trustworthiness. Thus, social media influencer credibility refers to influencers who are able to establish product suitability through their trustworthy nature (Shrivastava & Jain, 2022).

(Palandi et al., 2022) define consumer trust as the totality of knowledge and conclusions formed by consumers regarding a specific object, including its attributes and the benefits derived from it. Trust is the belief in the specific superiority of a product. Consumers express trust in the various attributes possessed by the brands and products they are evaluating.

Social media has become an influential platform for marketing, with its impact extending to the promotion of products, such as natural beauty care products. Several studies have examined how social media factors, such as credibility and user engagement, shape consumers' perceptions of trust. Abbas et al. (2023) investigated the role of social commerce platforms, focusing on variables such as information quality and consumer-to-consumer interactions. They found that these factors significantly influence trust in social commerce platforms, highlighting how social media affects consumer trust in online environments. Similarly, Akram et al. (2023) examined how factors such as credibility and trust on social media influence consumers' purchase intentions. Their findings emphasize the importance of trust in shaping brand perceptions, showing that positive social media influence builds trust in the endorsed products. Leong et al. (2020) also explored trust in online advertising, noting that factors such as reputation and reliability contribute to building trust. Given the growing reliance on social media platforms for advertising, their findings further support the idea that social media plays a significant role in influencing trust. Kitsios et al. (2021) examined the impact of user-generated content.

Regarding consumer trust, this study found that social media content shared by users significantly influenced consumers' perception of information trustworthiness. Gunawan and Huarng (2015) demonstrated that the influence of social media, combined with social integration and perceived risk, plays a key role in shaping consumer attitudes and their purchase intentions.

Studies have shown that social media influence increases trust in the context of product endorsement. This is based on previous studies.

H3. Social Media Influence has a positive effect on Trustworthiness

The Effect of Social Media Influence on Perceived Quality

Social media influence enables companies to create engaging content, collaborate with influencers, and utilize paid advertising features that can target specific audiences, while also influencing their perceptions and purchasing decisions (Gensler & Rangaswamy, 2025; Nabilanasywa et al., 2024). Along with the rapid growth of social media, particularly among millennials and Gen Z, who dominate the digital market, this opens up significant opportunities for skincare brands to market their products more strategically (Alika et al., 2024).

The discussion of perceived quality will be examined in the context of complex and diverse dynamic systems in which humans are the primary actors (Styliadis et al., 2020). Perceived quality plays an important role in shaping brand credibility. In the competitive beauty industry, the perception of product quality is crucial for building consumer trust and loyalty (Marianti et al., 2023). In addition, perceived quality can also influence consumers' views regarding product innovation and excellence. Research conducted by Pandiangan et al. (2021) shows that perceived quality is one of the key factors influencing brand equity, brand trust, and brand loyalty.

Uzir et al. (2020) examined how social media use influences the relationship between customer satisfaction, high-quality products, and perceived value. They found that social media use reinforces customers' perceptions of quality, particularly among those who are more active on social media. It can be argued that

product and service quality have a greater positive impact on customer satisfaction when people use social media.

Yang et al. (2022) demonstrated that social media marketing activities, including trends and interactions, positively influence brand awareness and image. This, in turn, influences repurchase intentions, which can be extended to show that social media can also enhance perceptions of product quality by fostering a strong brand image.

Research by Moedeen et al. (2024) shows that SMMA enhances brand equity and customer experience by fostering self-identity and consumer empowerment. Consumer agency and participation on social media platforms enhance brand equity – which encompasses perceived quality – lending credibility to the idea that these platforms play an important and beneficial role in shaping perceptions of quality.

According to Shanahan et al. (2019), personalized social media advertisements can enhance perceived brand quality by strengthening the bond between consumers and companies. This demonstrates how personalized social media interactions can improve product quality perceptions. In terms of enhancing brand awareness, reputation, and perceived quality, Abbasi et al. (2024) found mixed effects of social media communication. Their study highlights how destination-based marketing on social media influences tourists' perceptions of quality, which parallels the way social media can influence the perceived quality of natural beauty care products. Based on these studies, the following hypothesis is proposed: the assumption that social media significantly influences

H4. Social Media Influence has a positive effect on Perceived Quality

The Effect of Celebrity Credibility on Trustworthiness

According to Rosita et al. (2022), a celebrity endorser is a form of advertising that uses a public figure to support a promotional campaign for a product or service. Furthermore, according to Permatasari (2020), a celebrity endorser is a prominent figure, public figure, or well-known artist who possesses expertise in their field and promotes or advertises a product being offered. According to Kaharudin et al. (2021), consumer trust is the confidence that buyers place in sellers to fulfill the promises made. According to Kotler and Keller (2016), there are four indicators of consumer trust: 1. Benevolence (sincerity/genuineness), 2. Ability 3. Integrity 4. Willingness to depend.

Trust plays a crucial role in shaping consumers' purchase intentions, particularly in the context of social media marketing. Al-Sous et al. (2022) state that trust, along with the quality of information, significantly influences consumers' attitudes toward a brand and ultimately their purchase intentions. This study shows that when consumers perceive a brand or influencer as trustworthy, they are more likely to engage with that brand and purchase its products. Furthermore, Rizma and Marsasi (2024) further emphasize the importance of trust, showing that it enhances brand trust and purchase intent in social media promotions, particularly among Generation Z. The study indicates that consumers are more likely to make purchasing decisions when they trust the brand or influencer endorsing the product. Similarly, Liu (2022) highlights the positive influence of celebrity trust and expertise on purchase intent in the fast fashion industry, emphasizing the role these attributes play in driving consumer behavior.

H5. Celebrity Credibility has a positive effect on Trustworthiness

The Effect of Celebrity Credibility on Perceived Quality

Wang, Cheng, and Chu (2013) show that the use of celebrities in advertising can increase a company's product sales, especially when the endorser is a celebrity with a reputation in a specific field. According to Osei-Frimpong et al. (2019), celebrity credibility positions the endorser as someone effective at conveying meaning to a brand, as celebrity endorsers are believed to inherently embody the truth about the product. Celebrities are a key factor in marketing a product; for instance, in evaluating a brand's advertisements, a crucial factor is "source credibility" a term typically used to describe the quality of a celebrity that can influence buyers as recipients of the message being conveyed (Ohanian, 1990). According to Kotler (2009), celebrity endorsement is a communication channel used by celebrities to promote a brand through their words, leveraging their fame and personality. Therefore, in this study, the perceived credibility of an influencer is measured across three dimensions, consisting of perceptions of the influencer's attractiveness, trustworthiness, and expertise, as outlined by (Dwivedi & Johnson, 2013): Trustworthiness—the honesty, integrity, and trust placed in an endorser. Attractiveness: A celebrity's physical appeal. Expertise—the extent to which a celebrity is considered to possess sufficient knowledge, experience, or skills to promote a product

H6. Celebrity credibility has a positive effect on perceived quality.

The Effect of Perceived Quality on Purchase Intention

The perception of the quality of products and services is referred to as perceived quality in accordance with expectations, where it is related to other options (Amirudin, 2022). Perceived quality refers to how customers view and evaluate the quality of a company, which leads to their thoughts on creating product differentiation in customer perception (Nadhiroh & Astuti, 2022).

Purchase intention refers to the tendency and willingness of consumers to purchase a product or service from a particular brand; this represents the decision made by a customer to buy a product at a specific time (Atmaja, 2023). The importance of online customer reviews has been extensively researched to identify their influence in determining business performance and their significant impact on consumer purchasing decisions (Indrawati et al., 2023). Consumers begin to consider various brands or products they are interested in during the “purchase intention” stage of the evaluation process (K. Amalia & Nurlinda, 2022).

Perceived quality is widely recognized as a key factor in shaping purchase intentions across various product categories, including natural beauty care products. Numerous studies have identified a strong positive relationship between perceived quality and purchase intention. For example, Liao et al. (2022) demonstrated that perceptions of service quality directly influence purchase intention, and their study of cell phone consumers highlighted the crucial role of quality perceptions in consumer decision-making. Furthermore, in the ready-to-wear apparel industry, Tosun and Tosun (2024) showed that customers are more likely to purchase high-quality products if they have a positive impression of the product. The importance of perceived quality in driving purchases of eco-friendly products is highlighted by Wasaya et al. (2021), who found that the perceived quality of eco-friendly products (green perceived quality) has a significant impact on the intention to purchase eco-friendly products within the framework of environmentally conscious purchasing behavior (ECPB). Kukreti and Yadav (2023) further revealed that perceived quality combined with brand love increases purchase intention in the e-commerce sector, demonstrating its relevance even in the digital marketplace. Widodo and Maylina (2022) confirmed that perceived quality directly influences purchase intention, mediated by factors such as perceived value and word-of-mouth communication via social media. Furthermore, Imiru (2023) reinforces the importance of perceived quality in the purchase intention for eco-friendly products, which aligns with the context of natural beauty care products, where consumers have higher quality expectations. Based on these findings, the following hypothesis is proposed: H7. Perceived quality has a positive effect on purchase intention.

The Effect of Trustworthiness on Purchase Intention

Trustworthiness reflects the level of trust and confidence in a celebrity’s ability to convey a message that is considered valid (Budiman & Putri, 2022). Trustworthiness is a key element in shaping consumers’ purchase intentions (Alessandro et al., 2023). In general, celebrities are viewed as reliable figures whose credibility represents positive values that can enhance a company’s positive image (Adiba et al., 2020).

Wiyadi & Ayuningtyas (2019) state that purchase intention or interest

Purchase is a consumer behavior that occurs when consumers have a desire to buy a specific product (Ansari & Siddiqui, 2020). According to Ho et al. (2022), purchase intention refers to a person’s action of buying a product, and the process of making that purchase can influence future purchasing behavior. According to Ding et al. (2020), five factors drive purchase intention: 1) the desire to understand the product clearly, 2) consideration of the purchase, 3) interest in trying the product, 4) the desire to learn more about the product, and 5) the desire to own the product. Finally, Crespo and Tille (2023) confirmed that trustworthiness—as part of the perceived credibility of social media influencers—plays a key role in enhancing consumers’ perceptions of the influencer’s thought leadership, which in turn drives purchase intention. Overall, these findings indicate that the level of trust significantly influences the consumer decision-making process and their willingness to make a purchase. Based on these studies, we propose the following hypothesis:

H8. The Effect of Trustworthiness on Purchase Intention.

The Effect of Purchase Intention on Actual Behavior

Brand trust is a key factor that companies can leverage to build customer trust in a brand. Brand trust is not something that consumers acquire automatically. In the consumer context, purchase intention reflects a consumer’s tendency to feel that a brand will meet their desires (Cakmak, 2016). This can be interpreted as the extent to which customers believe that a particular brand will meet their needs (Chinomona, 2016).

Actual behavior is defined as consumer behavior influenced by their intentions and attitudes. In addition, actual behavior refers to how a person makes decisions regarding the allocation of time, money, and effort to consume products or services. Actual behavior is related to the Theory of Reasoned Action (TRA), which explains how a person's perceptions of others' opinions influence that individual's intentions and attitudes. The TRA is also useful for predicting behavior. The main purpose of the TRA is to determine consumer behavior regarding whether or not they will act on their intentions. Human behavior is determined by intentions and their antecedent factors, such as attitude and subjective norms. Based on these three determining factors, this study applies the theory.

Purchase intention has various effects on actual consumer behavior, depending on the consumer's background. For example, the purchase intention of consumers with a green attitude influences their decision to buy environmentally friendly products. For social-media users, their attitude toward sponsored recommendation posts has a significant positive impact on their actual behavior in purchasing the recommended products. From the perspective of the Theory of Reasoned Action (TRA), the risk perceived by consumers has a direct negative impact on actual online shopping behavior. Therefore, this study uses this theory to predict actual consumer behavior when they are exposed to discount framing offered by e-commerce platforms. Based on this conceptualization, Hypothesis 6 is formulated as follows:

H9. Purchase Intention has a positive effect on Actual Behavior

The research framework based on the theoretical framework and hypotheses is presented in Figure 1.

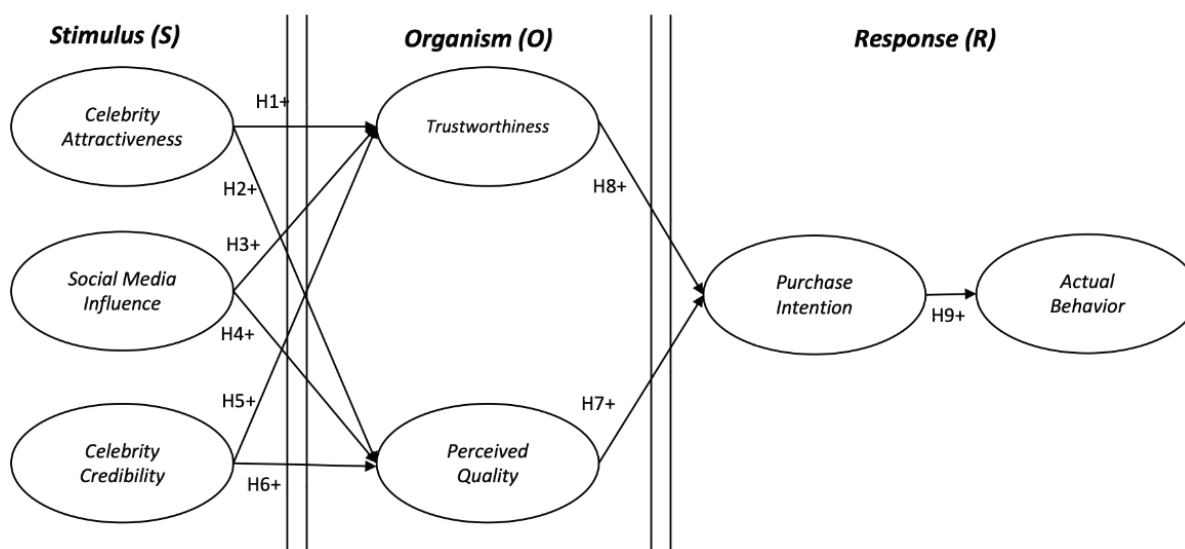


Figure 1. Research framework

3. RESEARCH METHOD

This quantitative study using a causal approach (basic research) aimed to analyze the relationship between exogenous variables (Celebrity Attractiveness, Social Media Influence, and Celebrity Credibility) and endogenous variables (Trustworthiness, Perceived Quality, Purchase Intention, and Actual Behavior). Primary data were collected via an online questionnaire based on an interval measurement scale and a 5-point numerical scale (Strongly Disagree to Strongly Agree), which was distributed to active online shoppers selected through purposive sampling. Data analysis and hypothesis testing were conducted using structural equation modeling (SEM) based on AMOS 20.0, evaluating validity (AVE > 0.5), reliability (construct reliability 0.70), goodness-of-fit indices (CMIN/DF, RMSEA, GFI, CFI, NFI, and TLI), and the significance of relationships through the critical ratio (CR 1.645 and p-value < 0.05).

The research instrument was first tested to meet the requirements for a good research instrument. Validity and reliability tests of the instrument were conducted on 150 respondents who met the criteria for inclusion. From the results of the small sample test, it was found that all indicators were deemed valid with a Pearson Correlation value > 0.50 . In the reliability test of the small sample, all variables were deemed reliable, with all having a Cronbach's alpha value equal to or greater than the predetermined value of 0.70.

4. DATA ANALYSIS AND DISCUSSION

Table 1. Respondent Profile by Gender and Education Level

Respondent Profile		Frequency	Percentage (%)
Gender	Male	43	28.7%
	Women	107	71.3%
Education	High school or vocational school equivalent	40	26.7%
	Associate's Degree	3	2%
	Bachelor's Degree	100	66.7%
	Master's	7	4.6%

Table 1 shows that the majority of respondents in this study were women, indicating that female participants (71.3%) far outnumbered male participants (28.7%). Conversely, male respondents constituted a minority in this study. Furthermore, most respondents in this study held a bachelor's degree (S1), totaling 100 (66.67%). This indicates that the study was dominated by participants who had completed a bachelor's degree. This group far outnumbered the other educational groups in terms of the number of respondents. Second place in the respondents' educational profiles was held by high school/vocational school graduates or their equivalents, totaling 40 (26.7%). This means that the group with a high school education was the second largest group participating in the survey. Meanwhile, respondents with master's and associate's degrees were very few in this sample.

Table 2. Respondent Selection by Product Type

Product Type	Frequency	Percentage (%)
Facial Wash	32	21.5%
Sunscreen	7	4.61%
Moisturizer	5	3.29%
Face Serum	4	2.63%
Toner	4	2.63%

Based on the data in Table 2, the majority of respondents chose facial wash as the most frequently used product type, with 32 respondents (21.5%). Sunscreen ranked second, with 7 respondents (4.61%), followed by moisturizer with 5 respondents (3.29%). Meanwhile, face serum and toner had the lowest usage rates, with 4 respondents each (2.63%).

Table 3. Goodness-of-Fit Measurement for the Research Model

Goodness-of-Fit Test	Fit Criteria	Fit Results	Description
Absolute Fit Measures			
CMIN/DF	$CMIN/DF \leq 2$	1.444	Good Fit
GFI	$GFI \geq 0.90$	0.812	Marginal Fit
RMR	$RMR \leq 0.05$	0.107	Poor Fit
RMSEA	$RMSEA \leq 0.08$	0.504	Good Fit
Incremental Fit Measures			
AGFI	$AGFI \geq 0.90$	0.778	Marginal Fit
CFI	$CFI \geq 0.90$	0.950	Good Fit
TLI	$TLI \geq 0.90$	0.945	Good Fit
IFI	$IFI \geq 0.90$	0.951	Good Fit
Parsimonious Fit Measures			
PGFI	$PGFI \geq 0.50$	0.687	Good Fit
PNFI	$PNFI \geq 0.50$	0.775	Good Fit
PCFI	$PCFI \geq 0.50$	0.861	Good Fit

Table 4. : Standardized Loadings in the Measurement Model

Variable	Indicator	Std. Loading	Std. Loading	$\sum$ Std. Loadings ²	AVE	Criteria
Celebrity Credibility	CA_1	0.731				
	CA_2	0.661				
	CA_3	0.666	3,584	12,845	0.518	≥ 0.5
	CA_4	0.839				
	CA_5	0.687				
Social Media Influence	SMI_1	0.712				
	SMI_2	0.746	2,978	8,868	0.555	≥ 0.5
	SMI_3	0.733				
	SMI_4	0.787				
Celebrity Credibility	CC_1	0.848				
	CC_2	0.756	3,302	10,903	0.683	≥ 0.5
	CC_3	0.874				
	CC4	0.824				
Perceived Quality	PQ_1	0.803				
	PQ_2	0.767	3.052	9,315	0.585	≥ 0.5
	PQ_3	0.809				
	PQ_4	0.673				
Trustworthiness	T_1	0.858				
	T_2	0.869	3.543	12,553	0.785	≥ 0.5
	T_3	0.920				
	T_4	0.896				
Purchase Intention	PI_1	0.929				
	PI_2	0.805	3,568	12,731	0.799	≥ 0.5
	PI_3	0.957				
	PI_4	0.877				
Actual Behavior	AB_1	0.838				
	AB_2	0.855	3.427	11,744	0.735	≥ 0.5
	AB_3	0.914				
	AB_4	0.820				

Table 3 shows that for the Absolute Fit Measures, CMIN/DF (1.444) meets the criterion of ≤ 2 . The model has a Good Fit; GFI (0.812) is below 0.90. The model is classified as having a Marginal Fit; RMR (0.107) exceeds the threshold of ≤ 0.05 . The model showed a Poor Fit; RMSEA (0.504) was classified as a Good Fit.

As for the Incremental Fit Measures, which include: AGFI (0.778) with a D value below 0.90, thus the model is classified as having a Marginal Fit; CFI (0.950) meets the ≥ 0.90 criterion, thus the model has a Good Fit; TLI (0.945) has a value of ≥ 0.90 , so the model has a Good Fit; and IFI (0.951) has a value of ≥ 0.90 , so the model has a Good Fit.

For the Parsimonious Fit Measures, which include PGFI (0.687), it meets the criterion because the value is ≥ 0.50 . The model has a Good Fit; PNFI (0.775) meets the criterion because the value is ≥ 0.50 . The model has a Good Fit; and PCFI (0.861) meets the criterion because the value is ≥ 0.50 , and the model has a Good Fit.

Thus, most indicators (particularly the Incremental and Parsimonious Fit measures) indicate a good fit. Some Absolute Fit measures (GFI and RMR) are still Marginal to Poor; however, overall, the model is acceptable for further analysis.

Referring to Table 4, Celebrity Credibility (CA) has an AVE value of 0.518 (≥ 0.5); all indicators (CA_1–CA_5) make an adequate contribution, thus fulfilling the criterion for convergent validity. Next is Social Media Influence (SMI), with an AVE value of 0.555 (≥ 0.5); indicators SMI_1 through SMI_4 adequately explain the construct, and therefore convergent validity is met. For Celebrity Credibility (CC), with an AVE of 0.683 (≥ 0.5), and indicators CC_1–CC_4, the results demonstrate strong convergent validity; thus, convergent validity is met.

Table 5. *Construct Reliability (CR) Values in the Measurement Model*

Variable	Indicator	$\sum$ Std. Loadings	$(\sum \text{Std. Loadings})^2$	Error	$\sum$ Error	CR	Criteria
Celebrity Attractiveness	CA_1	3,584	12,845	0.466	2,409	0.842	≥ 0.7
	CA_2			0.563			
	CA_3			0.556			
	CA_4			0.296			
	CA_5			0.528			
Social Media Influence	SMI_1	2,978	12,845	0.493	1,780	0.833	≥ 0.7
	SMI_2			0.443			
	SMI_3			0.463			
	SMI_4			0.381			
Celebrity Credibility	CC_1	3,302	10,903	0.281	1,267	0.896	≥ 0.7
	CC_2			0.428			
	CC_3			0.236			
	CC_4			0.321			
Trustworthiness	TR_1	3,543	12,553	0.264	0.859	0.936	≥ 0.7
	TR_2			0.245			
	TR_3			0.154			
	TR_4			0.197			
Purchase Intention	PI_1	3,568	12,731	0.137	0.804	0.941	≥ 0.7
	PI_2			0.352			
	PI_3			0.084			
	PI_4			0.231			
Actual Behavior	AB_1	3,427	11,744	0.298	1,059	0.917	≥ 0.7
	AB_2			0.269			
	AB_3			0.165			
	AB_4			0.328			

Perceived Quality (PQ) had an AVE value of 0.585 (≥ 0.5), and since indicators PQ_1–PQ_4 met the criteria, it can be concluded that convergent validity was established. For Trustworthiness (T), with an AVE value of 0.784 (≥ 0.5)—the highest value among the constructs—it indicates that indicators T_1–T_4 are excellent at measuring the construct; thus, convergent validity is met. Next, Purchase Intention (PI) has an AVE value of 0.799 (≥ 0.5), and indicators PI_1–PI_4 demonstrate very strong convergent validity; thus, convergent validity is also met. Finally, Actual Behavior (AB), with an AVE value of 0.735 (≥ 0.5) and indicators AB_1–AB_4, meets the criteria well; thus, convergent validity is satisfied. It can therefore be concluded that all variables have an AVE value ≥ 0.5 , meaning that convergent validity for all constructs in the model is satisfied.

Table 5 shows that celebrity attractiveness (CA) has a CR value of 0.842 (≥ 0.7). This construct has good composite reliability; thus, internal consistency is met. Social media influence (SMI) has a CR value of 0.833 (≥ 0.7). It can be concluded that composite reliability is met. Celebrity credibility (CC) has a CR value of 0.896 (≥ 0.7). This construct demonstrates strong composite reliability. Trustworthiness (TR) has a CR value of 0.936 (≥ 0.7). This is one of the highest values, indicating excellent internal consistency. Purchase intention (PI) has a CR value of 0.941 (≥ 0.7). The construct exhibits very high composite reliability. Finally, actual behavior (AB) has a CR value of 0.917 (≥ 0.7); it can be concluded that composite reliability is well met. Thus, it can be concluded that all variables had a composite reliability (CR) value of ≥ 0.7 . All the constructs met the composite reliability criteria and exhibited good internal consistency.

Table 6. Hypothesis Testing

Hypothesis	Effect	Std. Estimate	C.R	P-Value
H1	Celebrity Attractiveness→ Trustworthiness	0.101	4.402	***
H2	Celebrity Attractiveness→ Perceived Quality	0.082	3.372	***
H3	Social Media Influence→ Trustworthiness	0.071	3.757	***
H4	Social Media Influence→ 's Purchase Intention	0.063	3.957	***
H5	Celebrity Credibility→ Trustworthiness	0.059	3.167	0.002
H6	Celebrity Credibility→ Perceived Quality	0.062	6.126	***
H7	Perceived Quality→ Purchase Intention	0.094	5.174	***
H8	Trustworthiness→ Purchase Intention	0.071	3.407	***
H9	Purchase Intention→ Actual Behavior	0.072	8.05	***

As shown in Table 6, we conclude that the effect of celebrity attractiveness on trustworthiness, as indicated by the standardized estimate of 0.101 – which is positive (+) – has a critical ratio greater than 1.96 (4.402) and a p-value less than 0.05 (0.001). Thus, this hypothesis is accepted. The results of this study are consistent with those of Ul Haq & Awan (2020) and Jawaaid et al. (2021).

Furthermore, the effect of Celebrity Attractiveness on Perceived Quality, as indicated by the standardized estimate of 0.082 – a positive (+) value – has a critical ratio greater than 1.96 (3.372) and a p-value less than 0.05 (0.01). These results indicate that this hypothesis is also accepted. The results of this study also confirm the findings of Ul Haq & Awan (2020) and Jawaaid et al. (2021), who stated that Celebrity Attractiveness has a significant positive effect on Perceived Quality.

Table 6 shows that social media influence has a significant positive effect on trustworthiness. This is evidenced by the standardized estimate of 0.071, which is positive (+), has a critical ratio greater than 1.96 (3.757), and has a p-value less than 0.05 (0.001). Thus, this hypothesis is accepted, and these results also support the findings of Ul Haq & Awan (2020) and Jawaaid et al. (2021), who stated that there is an influence of social media influence on trustworthiness.

Hypothesis 4 – the effect of social media influence on purchase intention – is supported, as evidenced by the standardized estimate of 0.063, which is positive (+), a critical ratio greater than 1.96 (3.975), and a p-value less than 0.05 (0.026). The results of this study are consistent with those of Ul Haq & Awan (2020) and Jawaaid et al. (2021). Furthermore, The hypothesis that celebrity credibility influences trustworthiness was accepted because the standardized estimate, 0.059 (a positive value), has a critical ratio greater than 1.96 (3.167) and a p-value less than 0.05 (0.002). The results of this study also confirm the findings of studies conducted by Ul Haq & Awan (2020) and Jawaaid et al. (2021).

The hypothesis stating that celebrity credibility influences perceived quality – as indicated by the standardized estimate of 0.062, which is positive (+), has a critical ratio greater than 1.96 (6.126), and has a p-

value less than 0.05 (0.001)—is accepted. The results of this study are consistent with those of Ul Haq & Awan (2020) and Jawaaid et al. (2021).

Table 6 indicates that Perceived Quality influences Purchase Intention, as evidenced by the standardized estimate of 0.094—a positive (+) value—with a critical ratio greater than 1.96 (5,174) and a p-value less than 0.05 (0.001). This hypothesis was accepted. The results of this study also confirm and support the findings of studies conducted by Ul Haq & Awan (2020) and Jawaaid et al. (2021). Furthermore, Hypothesis 8—that trustworthiness has a positive effect on Purchase Intention—was accepted. This is evidenced by the standardized estimate of 0.071, which is positive (+), with a critical ratio greater than 1.96 (3,407) and a p-value less than 0.05 (0.001). These findings are also consistent with those of Ul Haq & Awan (2020) and Jawaaid et al. (2021).

Finally, referring to Table 6, the hypothesis stating that Purchase Intention influences Actual Behavior is supported by the standardized estimate of 0.072—a positive (+) value—which has a critical ratio greater than 1.96 (8.05) and a p-value less than 0.05 (0.001). This value proves that the hypothesis is accepted. The results of this study also confirm and align with the findings of a study conducted by Ul Haq & Awan (2020), which found that Purchase Intention influences Actual Behavior.

5. CONCLUSION, IMPLICATIONS, SUGGESTIONS, AND LIMITATIONS

Based on the results of data analysis using structural equation modeling (SEM), this study concludes that all proposed hypotheses were found to be significant and empirically supported. The findings confirm that celebrity attractiveness has a positive and significant effect on trustworthiness and perceived quality. The construct of social media influence was also found to have a positive and significant effect on trustworthiness and purchase intention. Furthermore, celebrity credibility was found to significantly influence trustworthiness and perceived quality. In addition, perceived quality and trustworthiness were found to contribute significantly and positively to increasing purchase intention. In the final stage of the model, purchase intention was found to have a positive and significant effect on actual behavior. Overall, these results underscore the importance of integrating endorser and social media factors in shaping internal perceptions that drive consumers' actual purchasing decisions.

This study offers theoretical implications by enriching the consumer behavior literature through empirical validation of an integrated model linking endorser credibility and appeal, the influence of social media, perceived quality, trust, and actual purchasing behavior. The results of this study expand upon previous frameworks (such as Hossain et al., 2025) by confirming a direct relationship between purchase intention and actual behavior in the context of Indonesian consumers. Practically, these findings provide strategic guidance for marketers to carefully prioritize the selection of celebrity endorsers who are not only visually attractive but also possess relevant credibility and expertise. Marketers are also advised to optimize their social media communication strategies in a transparent and interactive manner to strengthen consumer trust and drive conversion from purchase intention to actual purchasing behavior.

For industry practitioners, it is recommended to prioritize long-term partnerships with celebrities or public figures who have a strong association with the product category to create a lasting perception of quality and trust. Companies also need to provide interactive spaces on social media that facilitate honest reviews and social validation from consumers. Despite its contributions, this study has several limitations, including a sample dominated by women (71.3%), the 18–24 age group (62.9%), and a primary focus on the skincare product category (21.5%); consequently, the generalizability of the study's findings remains limited to specific segments. Therefore, future researchers are advised to broaden the demographic scope, test the model on more specific variables such as brand image or price perception, and apply this research model to various product categories or broader industries.

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