

## The Impact of E-WOM, Celebrity Endorser, and Brand Image on Purchase Decisions: A Study of MS Glow Cosmetics in Indonesia

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### ABSTRACT

*This study investigates the influence of Electronic Word of Mouth (E-WOM), Celebrity Endorser, and Brand Image on the purchasing decisions of MS Glow cosmetics consumers in Samarinda, Indonesia. While these factors are recognized drivers of consumer behavior, their combined effect in the context of local beauty brands remains underexplored. Data were collected from 120 respondents via a questionnaire and analyzed using Partial Least Squares (PLS). The results demonstrate that all three variables: E-WOM, Celebrity Endorser, and Brand Image have a significant positive influence on purchase decisions. Notably, Brand Image emerged as the strongest predictor. The findings underscore the critical role of a coordinated marketing strategy that leverages credible peer reviews, strategic celebrity partnerships, and consistent brand-building to drive consumer action in the competitive cosmetics market.*

**Keywords:** E-WOM, Celebrity Endorser, Brand Image, Purchase Decision.

### INTRODUCTION

In recent years, the demand for body care and beauty products has increased significantly worldwide. As shown by the Minister of Industry, the growth achievement of the cosmetics industry in 2017 reached 20%, with an additional 153 new companies, bringing the total to 760 companies. This number has continued to rise, with the number of cosmetic companies increasing from 819 to 913 between 2021 and July 2022 (Ministry of Industry, 2022). Skincare products such as Scarlett, Somethinc, Avoskin, Wardah, and MS Glow have become increasingly popular, reflecting the diversity of products that cater to the needs of local consumers in Indonesia.

MS Glow is a local brand owned by PT. Kosmetika Cantik Indonesia was formed in 2013 and was initiated by Shandy Purnamasari and Maharani Kemala. Initially marketed in East Java, the brand has now expanded to Makassar, Medan, and East Kalimantan, including Samarinda, Indonesia. MS Glow has obtained BPOM certification and won the Indonesia Best Brand Award (IBBA) in 2020, demonstrating its credibility and the trust of consumers. Its popularity continues to rise, supported by a vast network of resellers across various regions (MS Glow, 2022).

Consumer purchase decisions involve evaluating information on alternative products (Peter & Olson, 2015). Product quality and its suitability to consumer needs are

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key determinants of satisfaction and repeat purchases. According to Kotler & Keller (2016), every consumer's decision to buy is generally influenced by initial evaluations and the information search conducted by consumers. In this context, MS Glow utilizes strategies such as E-WOM, celebrity endorsers, and brand image, which impact every consumer's decision to purchase a product.

The E-WOM factor is the most supportive factor in positioning consumers to be interested in making a purchase. Nadhiroh & Hukama (2020) explain that E-WOM serves as an information source that influences customer confidence before making a purchase. In addition to being easy to implement, its wide reach makes E-WOM highly relevant in the social media era. Panwar & Rathore (2016) state that the positive aspect of E-WOM for businesses is increased sales due to indirect promotion from previous consumer experiences.

In addition to E-WOM, celebrity endorsers such as Raffi Ahmad and Nagita Slavina play a crucial role in promoting MS Glow. This celebrity couple is trusted due to their credibility and personal appeal, which aligns with the brand's image. Nagita Slavina promotes MS Glow for Women, while Raffi Ahmad focuses on MS Glow for Men. Their success as endorsers is evident from the high level of positive consumer response, supported by their millions of followers on social media and YouTube (Rans Entertainment, 2022).

Brand image is also a key factor influencing purchasing decisions. As a competitive strategy, brand image helps businesses attract consumer attention and create a competitive advantage. Previous studies, such as Faozah & Wardana (2020), have shown that E-WOM, celebrity endorsements, and brand image are certainly factors that impact consumers' decisions to purchase a product. First, findings are often inconsistent; for instance, some studies show a strong influence of celebrity endorsers, while others, like Ardiansyah & Aquinia (2022), present contradictory results, suggesting their impact may be more nuanced. Second, there is a lack of focused research on how these three variables collectively operate within the context of a specific, powerful local brand and a defined geographical market.

## **THEORETICAL BACKGROUND**

### **Relationship between Electronic Word Of Mouth (E-WOM) and Purchase Decision**

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Electronic E-WOM refers to the delivery of information by word of mouth that occurs online through social media or other digital platforms (Hanifati & Samiono, 2018). According to Moradi and Zihagh (2022), E-WOM consists of statements from current, potential, or previous consumers who express positive or negative opinions regarding a product's performance and a company's reputation based on available information.

E-WOM is considered an effective form of promotion for spreading information about a product's strengths and weaknesses, aiming to provide easy access to information for the public and influence their purchasing decisions (Hendriyati & Santoso, 2021). Consumer statements through E-WOM can take the form of opinions regarding product results, services, or brands, which are shared in a positive, negative, or neutral manner via the internet (Kietzmann & Canhoto, 2017; Kusumawati & Shinta, 2022).

As a form of marketing communication, E-WOM is voluntarily carried out by consumers and is not directly tied to the company. However, it still has a significant impact on the producer, product, or service being promoted, Beyari and Garamoun (2024). Ismagilova et al. (2020) explain that the delivery of information by word of mouth is a form of platform that is continuously delivered, especially on the internet, so that the products offered can be recognized by consumers.

Based on these theories, E-WOM can be concluded as consumer statements on social media or the internet that describe their experiences—whether positive, negative, or neutral—with a product, service, or brand. This communication plays a crucial role in building a company's reputation and influencing consumer purchasing decisions on a broad scale.

The indicators of E-WOM according to Goyette et al. (2010) are as follows:

#### 1) X1.1 Intensity

E-WOM is a form of intent that can be used by business actors to create good business opportunities, because of its nature as a broader service. The indicators include:

- 1) Frequency of accessing information from social media
- 2) Frequency of interaction with social media users
- 3) Number of reviews written by social media users

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## 2) X1.2 Content

Content refers to the information provided on social networking sites related to products that refer to service strategies. The indicators include:

- 1) Product selection information
- 2) Product quality information
- 3) Pricing information

## 3) X1.3 Positive Opinion

A positive opinion occurs when testimonials and endorsements align with the company's desires. The indicators include:

- 1) Positive comments from social media users
- 2) Recommendations from social media users

## 4) X1.4 Negative Opinion

A negative opinion consists of unfavorable feedback regarding a product or service. The indicator includes:

- 1) Negative comments from social media users

## **Relationship Effect Celebrity Endorser and Purchase Decision**

Support from famous people, such as actors, singers, or athletes, is used to promote goods and business services. They are widely recognized by the public for their achievements in fields that are not necessarily related to the products they endorse (Kertamukti, 2015). According to Garthwaite (2018), a celebrity endorser is a commonly used advertising technique to increase brand awareness, leveraging the celebrity's appeal to enhance the effectiveness of advertisements across various product categories.

Shimp & Andrews (2012) explain that a celebrity endorser is a figure used in various forms of media, such as print, social media, and television, to attract public attention. Vidyanata (2018) adds that this approach is a well-established strategy in modern marketing, used by industries to promote products or services and increase customer interest.

According to Kalangi et al. (2019) and Sidharta (2014), individuals categorized as celebrity endorsers include film actors, television celebrities, and entertainers, whose primary goal is to promote products. Kotler & Keller (2016) define celebrity endorsement

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as a marketing strategy that leverages a celebrity's popularity to enhance consumer perception of a product or business.

Thus, a celebrity endorser acts as a spokesperson who delivers messages and directly showcases the product. They are chosen for their appeal, popularity, and unique qualities, which can effectively represent the brand image and significantly influence consumers.

Shimp & Andrews (2012) state that the five indicators of a celebrity endorser in facilitating effective communication are explained through the acronym TEARS. The indicators are as follows:

1) Trustworthiness (Reliability)

Trustworthiness refers to the credibility of the message source, including honesty, integrity, and confidence. The effectiveness of a celebrity endorsement depends on the endorser's confidence, honesty, and the audience's perception of their intrinsic motivation to deliver the message objectively.

2) Expertise (Skill)

It is a form of knowledge that is also related to a person's experience and the ability to provide support for a desired product brand. An endorser is more effective if they have expertise in the product they are promoting, making them more persuasive in delivering the message to the audience.

3) Attractiveness (Physical Appeal)

Attractiveness refers to how appealing an endorser is to a particular audience. Physical attractiveness is the first trait that the audience notices when an endorser promotes a product. The audience then identifies with the endorser, which can influence consumer behavior and their purchasing decisions.

4) Respect (Admired Qualities)

Respect refers to attributes that are highly valued or appreciated due to an individual's achievements. An endorser is chosen based on their ability to effectively represent the endorsed product, which impacts the customer's interest in the product.

5) Similarity (Target Audience Match)

Similarity measures how closely the endorser aligns with the target audience in terms of demographics such as age, gender, ethnicity, socioeconomic status, and other factors.

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## Relationship Brand Image and Purchase Decision

This element is a depiction of the existence of an assessment of a product by those who are previously known, so that consumers are interested in it.

According to Kotler & Keller (2016), brand image is a combination of words, phrases, symbols, or designs that distinguish a seller's goods and services from those of competitors. Hasan (2018) adds that brand image consists of all elements a company uses to identify its products, helping them stand out from competitors, influence consumers, and generate revenue.

Hidayat & Andriani (2024) suggest that familiar consumer brands usually maintain consistent perceptions among long-term customers. Malau (2017) defines brand image as the result of a company's pricing approach, whether through premium pricing to create an exclusive perception or lower pricing to establish a value-based perception.

Supranto & Limakrisma (2015) state that brand image consists of perceptions and emotions shaped when consumers hear or see a brand and receive information about it.

Thus, a brand is a combination of associations perceived and remembered by consumers, actively shaped and maintained by marketers to establish a strong brand perception in consumers' minds.

(Kotler & Keller, 2016) Identifies several indicators of brand image, categorized into three main aspects:

### 1. Strength of Brand Associations

This refers to the strength of brand associations formed and retained in consumers' memories. The strength of these associations depends on how information is encoded and maintained as part of brand perception. It includes:

- 1) Personal Relevance – The degree of personal connection between consumers and the brand. When consumers encounter new marketing initiatives, they are more likely to form a mental image of a brand if they have substantial and relevant prior knowledge.
- 2) Consistency – The extent to which a brand's messages remain stable and unchanged across different marketing activities.

### 2. Favorability of Brand Associations

A favorable brand association is developed when consumers perceive that a brand

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offers relevant benefits and meets their needs and desires, resulting in positive brand perception. This is influenced by:

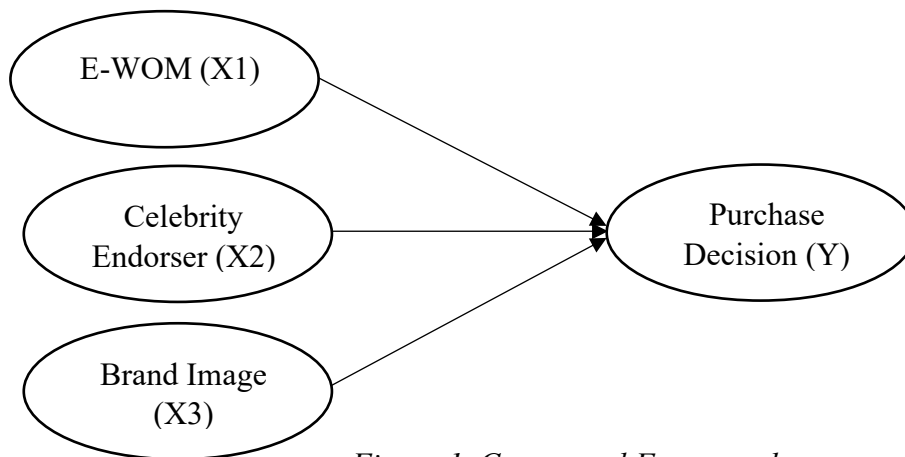
- 1) Desirability – The extent to which a brand meets the expectations and desires of its target audience through marketing communication.
- 2) Deliverability – The effectiveness of a brand in communicating and delivering its values to the public.

### 3. Uniqueness of Brand Associations

Uniqueness refers to the distinctiveness of a brand in offering a sustainable competitive advantage, making it more appealing to the target audience. This includes:

- 1) Point of Difference – The degree of differentiation a brand has in its marketing communication. A brand is considered unique if it has distinctive characteristics that are strongly associated with it, are perceived positively, and are different from competing brands.

## RESEARCH CONCEPTUAL FRAMEWORK



*Figure 1. Conceptual Framework*

## METHOD, DATA, AND ANALYSIS

This quantitative analysis utilizes both primary and secondary data. Primary data was obtained through questionnaires (Google Forms), while secondary data was collected through journals related to the problem, books, and other relevant references. In order for the scale to be appropriate, a Likert scale is used, so that the statements from the questionnaire are more precise and the results are optimal. The sampling process follows

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a purposive sampling method. This technique is used because the sample is based on a provision that has been measured and confirmed previously. (Sugiyono, 2015). For data analysis, the study utilizes the Partial Least Squares (PLS) method, which assesses both the measurement and structural models while examining the relationships between variables based on variance. PLS is used in analyzing the relationship between variable X and variable Y, aiming to clarify their theoretical relationship.

## RESULT AND DISCUSSION

Testing through validity and reliability aims to find data that can be used to fit the model used in the research, namely, the Outer Loading. The reference framework is used to assess this initial model.

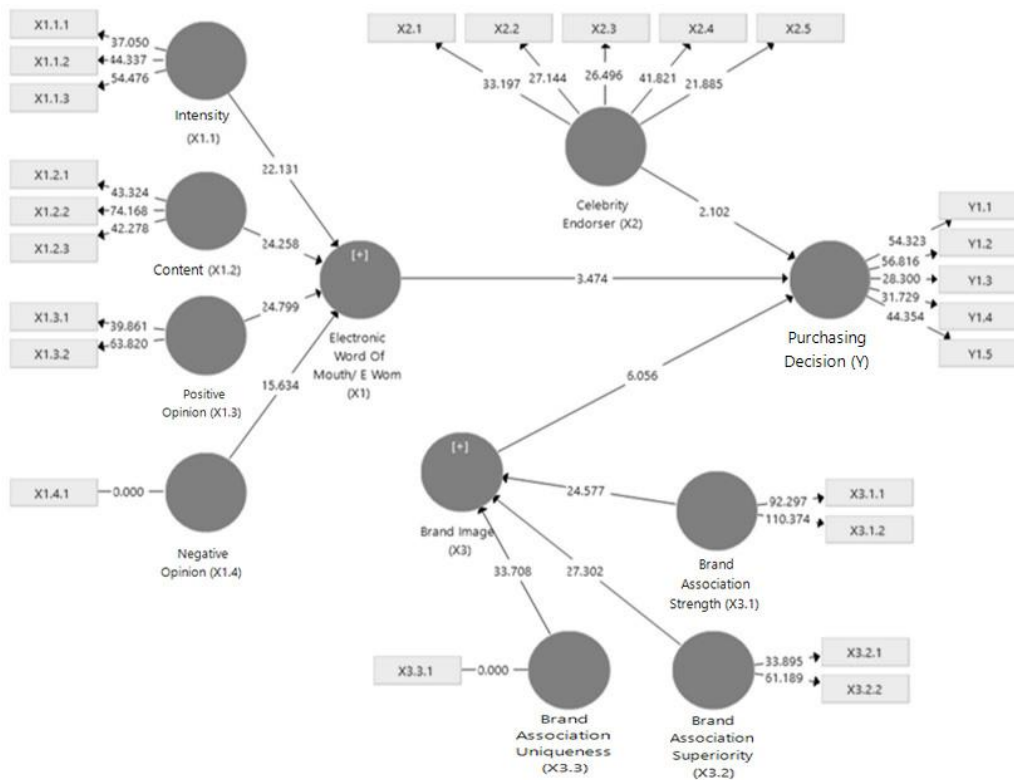


Figure 2. Outer Model

### Validity Test

Table 1: Validity Test Results

Indicator	Outer Loading
E-WOM X1.1.1	0,884

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E-WOM X1.1.2	0,908
E-WOM X.1.13	0,919
E-WOM 1.2.1	0,928
E-WOM 1.2.2	0,940
E-WOM 1.2.3	0,905
E-WOM 1.3.1	0,905
E-WOM 1.3.2	0,922
E-WOM 1.4.1	1,000
Celebrity Endorser X2.1	0,857
Celebrity Endorser X2.2	0,847
Celebrity Endorser X2.3	0,871
Celebrity Endorser X2.4	0,903
Celebrity Endorser X2.5	0,863
Brand Image X3.1.1	0,959
Brand Image X3.1.2	0,961
Brand Image X3.2.1	0,908
Brand Image X3.2.2	0,923
Brand Image X3.3.1	0,904
Purchase Decision Y1.1	0,927
Purchase Decision Y1.2	0,921
Purchase Decision Y1.3	0,892
Purchase Decision Y1.4	0,903
Purchase Decision Y1.5	0,911

Source: Processed Research Data, 2025

*Table 2: Average Variance Extracted/AVE Validity Test Results*

Variable	Average Variance Extracted	Information
E-WOM	0,680	Valid
Celebrity endorser	0,754	Valid
Brand Image	0,760	Valid
Purchase Decision	0,830	Valid

Source: Processed Research Data, 2025

The findings of the validity test are derived from the outer loading values of each indicator related to its latent variables, as shown in Table 1 above. The results of the SmartPLS study indicate that the outer loading values of the research variables range between 0.847 and 1.000. With factor loading values above 0.700, it can be concluded that all construct indicators have demonstrated convergent validity.

### Reliability Test

*Table 3: Reliability Test Results*

Variabel	Composite Reliability	Cronbach's Alpha	Result
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E-WOM (X1)	0,979	0,941	<b>Reliable</b>
Celebrity endorser (X2)	0,957	0,918	<b>Reliable</b>
Brand Image (X3)	0,940	0,921	<b>Reliable</b>
Purchasing Decision (Y)	0,911	0,949	<b>Reliable</b>

Source: Processed Research Data, 2025

As described in the table, all the indicator values of the variables studied are greater than 0.7, which meets the standard requirement, so that data reliability testing can be used in testing. Thus, because the data have met the test standards, where the Cronbach alpha value is higher, the valid data composite is determined, meaning that all support this study.

## R Test

*Table 4: R Test*

Variable	R Square
E-WOM, Celebrity Endorser, and Brand Image on Purchase Decision	0,809

Source: Processed Research Data, 2025

This study uses one (1) exogenous variable that influences three (3) endogenous variables: E-WOM, Celebrity Endorser, and Brand Image. The table above shows that the R-squared figure reaches 0.809 in consumer decisions to make purchases, meaning that this model explains that E-WOM, as well as Celebrity Endorsers, and Brand Image, have an influence on every consumer's decision to purchase a product, MS Glow in Samarinda City by 80.9% (0.809 x 100%).

## Hypothesis Testing

*Table 5: Path Coefficient Results*

Exogenous Variable	Endogenous Variable	Original Sample	Sample Mean	T Statistic	P Values	Direction	Sig/ Not Sig
E-WOM	Purchasing Decision	0.320	0.324	3.474	0.000	+	Significant
Celebrity Endorser	Purchasing Decision	0.231	0.232	2.102	0.000	+	Significant
Brand Image	Purchasing Decision	0.535	0.534	6.056	0.000	+	Significant

Source: Processed Research Data, 2025

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### **The Influence of E-WOM on Purchase Decision**

This influence is evidenced by the calculated t-value of 3.474, which, when compared to the t-table value of 1.650, is significantly higher than that obtained. The significance level reaches 0.000. Thus, it can be concluded that each variable has a strong relationship and supports the others. Furthermore, the coefficient of 0.320 indicates that E-WOM remains an effective factor in maintaining consumer interest in purchasing products. Based on this explanation, the proposed hypothesis regarding this relationship is accepted.

### **The Influence of a Celebrity Endorser on Purchase Decision**

Based on Table 5, celebrity endorsements for a product certainly influence consumer purchasing decisions. The hypothesis tester obtained a calculated t-value of 2.102, which was higher than the comparison value. The significance level was also not greater than 0.05, indicating a significant effect. The coefficient value of 0.231 indicates that the relationship between each variable is quite significant, and celebrity endorsement is a crucial factor to implement to improve business opportunities. Therefore, this test supports the proposed hypothesis and is accepted.

### **The Influence of Brand Image on Purchase Decision**

Brand image also significantly influenced the decision to purchase MS Glow products in Samarinda. The analysis results show a path coefficient of 0.535, demonstrating that brand image significantly influences purchase decisions. Furthermore, the t-statistic value of 6.056, which is much higher than the t-table value of 1.650, and the p-value of 0.000, which is less than 0.05, suggest that the association between brand image and purchase choice is extremely significant. Based on these data, the third hypothesis, which claims that brand image has a favorable and large impact on purchasing decisions, is well supported.

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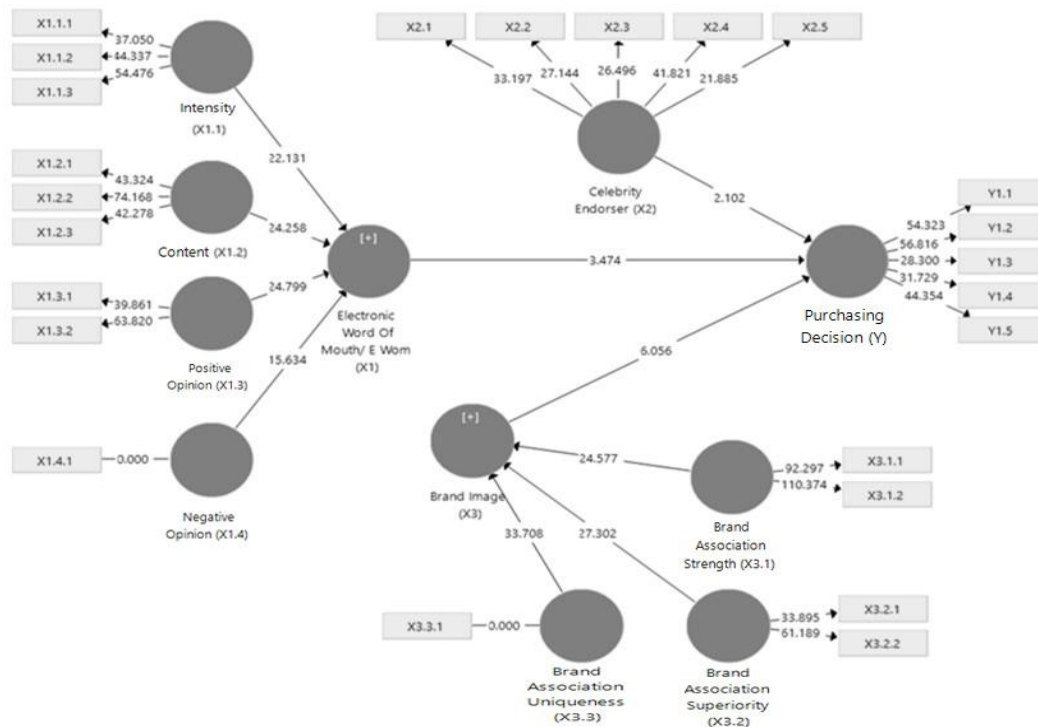


Figure 3

Source: Processed Research Data, 2025

## CONCLUSION

The conclusion of this study is based on the findings identified from the issues raised and formulated in the research problem statement. This study aims to explore the impact of Electronic Word of Mouth, Celebrity Endorser, and Brand Image on the Purchase Decision of MS Glow products in Samarinda City. This study analyzed the relationship between these variables using the Smart PLS 3 analysis method. Based on the analysis and discussion results, the following conclusions can be drawn:

1. Based on the research findings, Electronic Word of Mouth has a positive and significant influence on Purchase decisions. Electronic Word of Mouth has a substantial impact on the decision to purchase MS Glow products. When individuals see positive reviews or recommendations from trusted sources, such as friends or influencers, they are more likely to trust the product.
2. Based on the research findings, celebrity endorsements have a positive and significant influence on purchase decisions. The positive effect occurs when celebrities or well-known figures are used to promote or endorse a specific product.

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This influence comes from the positive image associated with the endorser, which can shape consumers' perceptions of the promoted product. When a respected and trusted celebrity endorser is used in marketing campaigns, it can enhance consumer trust and create a positive impression of the endorsed product.

3. Based on the research findings, Brand Image has a positive and significant influence on Purchase Decision. The significant positive influence of brand image on purchasing decisions refers to consumers' impressions or perceptions of a particular brand, which positively affects their decision to buy the product. When a brand has a good image in consumers' eyes, it can increase interest, trust, and preference for the product. A positive brand image creates the perception that the product is of high quality, reliable, and meets consumer expectations.

#### Recommendations

1. Electronic Word of Mouth - X1.4.1 (Negative Comments from Social Media Users): Future research can focus on crisis management and communication strategies to address negative comments. By understanding the types of negative comments that frequently appear, companies can design strategies to respond quickly and effectively and improve public perception that may be influenced by such comments.
2. Celebrity Endorser - X2.2 (Expertise): Since expertise is the lowest indicator in the Celebrity Endorser variable, further research can explore ways to enhance the perception of celebrities' expertise in promoting MS Glow products. For example, companies can select endorsers with knowledge or experience related to skincare products, thereby increasing their credibility in the eyes of consumers.
3. Brand Image - X3.2.2 (Deliverable - Fulfillment of Promises): The low influence of the Deliverable indicator indicates the need for research on efforts to improve the perception that MS Glow can fulfill the promises conveyed in advertisements and promotions. Research can include an analysis of customer experiences using MS Glow products to ensure that the promised quality and results align with consumer expectations, thereby strengthening the brand image.

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