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The Influence of Celebrity Endorsements and Online Customer Reviews on Purchasing Decisions (A Study on Consumers of Skintific Products in Kudus Regency)

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Abstract
This study aimed to analyze the influence of celebrity endorsers and online customer reviews on purchase decisions through brand trust among consumers in Kudus Regency. The research was motivated by the decline in Skintific's market share and the emergence of negative customer reviews, which indicated decreasing consumer trust and purchasing decisions. This study used a quantitative approach with purposive sampling involving 105 respondents. Data were collected through questionnaires and analyzed using Structural Equation Modeling (SEM) with the AMOS program. The findings reveal that celebrity endorsers have a positive and significant effect on brand trust. Online customer reviews have positively and significantly influence brand trust. However, celebrity endorsers do not directly and significantly affect purchase decisions. In contrast, online customer reviews have a positive and significant effect on purchase decisions. Furthermore, brand trust positively and significantly influences purchase decisions. The mediation test results indicate that brand trust successfully mediates the relationship between celebrity endorsers and purchase decisions, as well as the relationship between online customer reviews and purchase decisions. This study implies that companies should strengthen consumer trust by selecting credible celebrity endorsers and encouraging positive, informative, and trustworthy customer reviews to improve purchase decisions and enhance market competitiveness among consumers.
Keywords: *Celebrity Endorser, Online Customer Review, Brand Trust, Purchase Decision.*

INTRODUCTION

The skincare and beauty industry in Indonesia continues to grow as public awareness of the importance of facial skincare increases. Advances in digitalization and the use of social media have also contributed to the public's growing interest in skincare products. Facial skincare products are no longer merely a necessity but have evolved into an integral part of people's lifestyles. This growth is reflected in data from Compas, which shows that the beauty category recorded the highest sales value compared to other product categories. In 2024, sales in the beauty category reached Rp26.1 trillion and are projected to rise to Rp36.1 trillion in 2025 a 38.3% increase. This increase highlights the immense market potential of the beauty industry in Indonesia. This trend is driving manufacturers to continuously innovate and improve product quality to meet consumer needs and expectations. Additionally, this market growth is fueling increasingly fierce competition among skincare brands, making it essential for companies to implement effective marketing strategies to maintain competitiveness, attract consumers, and build consumer trust (Dewi & Widiasanty, 2023). A famous skincare brands in Indonesia is Skintific.

Although Skintific is popular, market share data indicates that in 2025, Skintific lose its top-brand position and experience a decline in market share for beauty kits compared to the previous year. In 2024, Skintific in the top position with a market share of 7.6%, but in 2025, it dropped to second place with a market share of 6.49% (Compas.co.id, 2025).

Skintific have celebrity endorser, which involves using high-profile public figures to promote products to consumers. These celebrities are not only widely recognized but are also believed to have the ability to influence customer perceptions and behavior, thereby boosting brand trust and purchase interest in the advertised products (Arissaputra, 2024). By partnering with several popular celebrities who have a positive image and influence on social media to increase brand trust and attract consumer attention (Alifia, 2025). Several product categories are sunscreen, setting spray, and serum declined in market share and market position in 2025. This situation indicates significant market competition among brands, suggesting that while celebrity endorsers may have popularity and a positive image, this does not necessarily directly drive increased product sales. Therefore, further research is needed on other factors that may influence consumer purchasing decisions.

On the other hand, online customer reviews are also a key factor influencing consumers' purchasing decisions. In today's digital age, consumers tend to search for information and read product reviews before making a purchase. Online customer reviews help consumers assess a product's quality, safety, and user experience (Sakhi & Fasa, 2025). These negative reviews can influence consumer perception and reduce brand trust in Skintific products, thereby impacting consumers' purchase decisions. Brand trust is a critical factor in this study because consumer confidence in a brand can influence purchasing decisions. Consumers tend to buy products they perceive as safe, high-quality, and aligned with their expectations. When a company fails to maintain consumer trust, purchasing decisions may also decline (Putri & Hadi, 2023).

Previous research showed that mixed results regarding the influence of celebrity endorsers, online customer reviews, and brand trust on purchase decisions. Some studies state that celebrity endorsers and online customer reviews have a significant effect on brand trust and purchase decisions; for example the study of Rohman & Rakhmawati (2024) state that celebrity endorsers have a significant effect on brand trust. A study conducted by Rosita et al. (2022) states that celebrity endorsers influence purchase decisions, while other studies show insignificant results. For instance, the study by Laraswanti & Setyawati (2022) found that celebrity endorsers do not significantly influence brand trust, and the study by Lubis & Kurniawati (2023) found that celebrity endorsers do not significantly influence purchase decisions. These differing research findings indicate the existence of a research gap that requires further investigation. Based on these phenomena and the research gap, this study offers a novel approach by positioning brand trust as an intervening

variable in the relationship between celebrity endorsers and online customer reviews on purchase decisions among users of Skintific products in Kudus Regency.

This study provides a deeper understanding of how celebrity endorsers and online customer reviews influence purchase decisions, both directly and indirectly through brand trust as an intervening variable. By integrating these three factors into a research model, this study expands the existing literature on the role of marketing communication and consumer trust in shaping purchasing behavior. Furthermore, this study provides empirical evidence in the skincare industry, particularly among Skintific users in Kudus Regency, which can serve as a reference for future research examining similar relationships in different product categories or geographical contexts.

This study aims to analyze the influence of celebrity endorsers and online customer reviews on purchase decisions through brand trust among users of Skintific products in Kudus Regency. This study is expected to provide theoretical benefits as a reference for future research, as well as practical benefits for companies in designing more effective marketing strategies to enhance brand trust and consumer purchase decisions.

LITERATURE REVIEW

Theory of Reasoned Action (TRA)

This study is based on the Theory of Reasoned Action, which explains that individual behavior is influenced by behavioral intentions formed through attitudes toward behavior and subjective norms. In this study, celebrity endorsers and online customer reviews are viewed as factors capable of influencing consumers' evaluations and beliefs regarding Skintific products. Positive consumer evaluations of these two factors can increase brand trust, a form of consumer confidence in the brand, which in turn encourages consumers to make a purchase decision. Thus, celebrity endorsers and online customer reviews serve as factors shaping consumer perceptions, with brand trust acting as an intervening variable and purchase decision as the consumer's behavioral response (Purwanto et al., 2020: 1).

Furthermore, the credibility and attractiveness of celebrity endorsers, along with the information provided through online customer reviews, can shape consumers' attitudes and influence their confidence in a brand. When consumers develop positive perceptions and trust toward a brand, they are more likely to consider the product reliable and develop an intention to purchase it. Therefore, brand trust plays an important role in connecting external marketing information with consumers' purchase decisions (Rizkalefatehania et al., 2025).

Purchase Decision

Purchase decisions are a crucial aspect of consumer behavior that represent the final stage of the decision-making process. A purchase decision can be defined as the selection process consumers undergo when faced with several alternatives before deciding which product to buy. This process involves various considerations, such as needs, preferences, quality, and product benefits, which ultimately lead to the

decision to make or not make a purchase (Alayfia et al., 2025). Purchase decision as part of consumer behavior that encompasses the process of selecting, purchasing, and using goods, services, or ideas. Based on these definitions, it can be concluded that a purchase decision is the process by which consumers process information about a product, consider various available alternatives, and then decide to purchase the product they believe will meet and satisfy their needs (Afiani et al., 2024),

Celebrity Endorser

One marketing strategy commonly used by companies is celebrity endorsement a strategy that leverages a celebrity's popularity and public image to promote a product. A celebrity endorser is a public figure or artist whom a company uses as a spokesperson to support and promote products or services through various media, such as print media, social media, and television (Natalia et al., 2025).

The use of celebrities aims to attract consumer attention and increase marketing effectiveness. It is believed that a celebrity's ability to convey promotional messages can reinforce consumers' recall of the advertised product to help companies increase sales (Putri & Sari, 2025). In addition, celebrities are chosen because they possess certain attributes such as good looks, courage, talent, elegance, and strength that can represent the appeal and characteristics of the promoted brand. The use of celebrities as brand ambassadors can also enhance credibility and build a positive brand image, as consumers tend to associate a celebrity's reputation with the quality of the advertised product.

Online Customer Review

In the digital marketing landscape, online customer reviews have become one of the key sources of information that can influence consumers' perceptions and purchasing behavior (Saharuna et al., 2026). Online customer reviews are evaluations provided by consumers after purchasing a product online. These reviews can take the form of positive or negative comments in the form of text, photos, or videos based on consumers' experiences while using the product. Online customer reviews serve as a source of information for prospective consumers when considering purchasing decisions because they reflect the real-world experiences of product users (Sihaloho & Sitorus, 2023). Customer reviews can provide information based on diverse experiences and usage conditions, making this information more relevant to other consumers (Natalia et al., 2025), During the purchasing process, consumers tend to pay attention to reviews and the experiences of other consumers before making a choice. Positive reviews can encourage consumers to buy a product, while negative reviews can deter them. Additionally, customer reviews help consumers evaluate various aspects of a product, such as quality, color, and how well the product meets their needs.

Brand Trust

Consumer trust is a crucial role in shaping perceptions of a brand, especially when consumers face risks and uncertainty in purchasing products. Brand trust is the consumer's confidence in relying on a brand despite the presence of risks, with the expectation that the brand will deliver positive outcomes and benefits as promised (Novitalia & Kuswati, 2025).

Brand trust is not only formed through consumers' assessments of a product's quality and value but is also influenced by their experiences and the brand's consistency in meeting consumer expectations. In line with this, brand trust is also related to consumers' assessments of a brand's credibility based on the information they obtain whether through user-generated content or content presented by the brand itself. Brands that are able to deliver quality, safety, and honest, consistent information in providing products and services will find it easier to gain consumer trust. This trust can encourage consumers to continue choosing a particular brand even when competing brands offer lower prices or more attractive features. Therefore, brand trust is a crucial factor in building long-term relationships and maintaining consumer loyalty to a brand (Yusuf et al., 2024).

The Effect of Celebrity Endorsers on Brand Trust

Based on Theory of Reasoned Action, individual behavior is influenced by behavioral intentions formed through attitudes toward the behavior and subjective norms. In marketing, consumer attitudes can be shaped by various information received from the environment, including promotional messages conveyed by celebrity endorsers. Celebrity endorsers who possess appeal, credibility, and expertise are considered capable of shaping consumers' positive perceptions of a brand, thereby increasing consumer confidence and trust in the brand (Afif & Aswati, 2022). Celebrity endorsers are individuals widely recognized by the public and are utilized by companies to attract consumer attention and enhance the effectiveness of product marketing (Tanjung & Keni, 2023). The popularity and positive image of celebrity endorsers can enhance positive perceptions of a brand, thereby fostering brand trust among consumers (Rohman & Rakhmawati, 2024). Studied by Tanjung & Keni (2023) and Amalo et al. (2023) indicate that celebrity endorsers have a positive effect on brand trust. This suggests that the more favorable consumers perceptions of a celebrity endorser are, the higher their level of trust in the brand.

H1: Celebrity endorsers have a positive and significant effect on brand trust.

The Effect of Online Customer Reviews on Brand Trust

Individual behavior is shaped by beliefs and evaluations of information obtained from the surrounding environment. In digital marketing, online customer reviews are a key source of information that plays a significant role in influencing consumer attitudes toward a product. Reviews provided by other consumers can be used as a basis for assessing a product's quality, safety, and performance, thereby shaping the level of consumer trust in the brand (Huriyah & Erdiana, 2025). Online customer reviews serve as an external source of information that reflects consumers' real-world experiences after using a product. The more numerous and positive the

reviews, the higher the level of consumer confidence in the brand's quality and reliability. Positive, honest, and informative reviews can reduce consumer uncertainty before making a purchase, thereby enhancing brand trust (Febrianti & Yacob, 2025). Previous studies by Alayfia et al. (2025) and Febrianti & Yacob (2025) indicate that online customer reviews have a positive effect on brand trust. This suggests that the better the quality of the reviews consumers receive, the higher their level of trust in the brand.

H2: Online customer reviews have a positive and significant effect on brand trust.

The Effect of Celebrity Endorsers on Purchase Decisions

A celebrity endorser is considered effective if they can convey promotional messages clearly and capture consumers' attention. A celebrity's popularity, reputation, and appeal can enhance a product's credibility. The can make consumers more confident in choosing and purchasing the promoted product (Samsudin et al., 2023). The use of celebrity endorsers can also reduce consumer hesitation and increase purchase interest in a product (Ulum, 2024). Previous studies by Alwafi & Hayu (2025) and Shochifah & Al-Sakinah (2025) indicate that celebrity endorsers have a positive influence on purchase decisions. These findings suggest that the higher the popularity and credibility of a celebrity endorser, the greater the consumers' confidence in making a purchase decision.

H3: Celebrity endorsers have a positive and significant effect on purchase decisions.

The Effect of Online Customer Reviews on Purchase Decisions

Digital marketing, online customer reviews serve as a source of external information capable of influencing consumers' evaluations and beliefs regarding a product. Reviews provided by other consumers help prospective buyers assess a product's quality, safety, and credibility, thereby fostering a positive attitude toward the product (Puspitaningrum, et al., 2024). Online customer reviews provide information about previous consumers' real-world experiences, thereby reducing uncertainty and risk before making a purchase. The more positive and informative the reviews are, the higher the level of consumer confidence in the product, which ultimately drives the purchase decision (Wismantoro et al., 2025). Online customer reviews can foster positive attitudes and increase consumers' purchase intent toward a product (Abdillah & Pramesti, 2024). Previous studies by Khodijah & Churniawati (2024) and Nugraha (2025) indicate that online customer reviews have a positive effect on purchase decisions. These findings suggest that the more numerous and informative the reviews provided by consumers, the stronger their decision to purchase a particular product.

H4: Online customer reviews have a positive and significant effect on purchase decisions.

The Effect of Brand Trust on Purchase Decisions

In the purchase decision-making process, consumers tend to evaluate various pieces of information and past experiences to form beliefs and positive attitudes toward a brand. These beliefs are reflected in brand trust, which is the level of consumer

confidence in a brand's ability to meet consumer expectations and needs. Brand trust plays a crucial role in driving purchasing decisions because consumers tend to choose products from brands perceived to have good quality, safety, and consistency (Ginting & Evyanto, 2025). Consumers who have a high level of trust in a brand will feel more confident and comfortable making a purchase. Previous studies by Prawira & Warmika (2025) and Kasadah & Roosdhani (2025) indicate that brand trust has a positive effect on purchase decisions. These findings suggest that the higher the level of consumer trust in a brand, the more likely consumers are to purchase products from that brand.
H5: Brand trust has a positive and significant effect on purchase decisions.

The Effect of Celebrity Endorsers on Purchase Decisions through Brand Trust
Based on the Theory of Reasoned Action, purchasing decisions are influenced by behavioral intentions formed through consumers' attitudes and beliefs toward a brand. Celebrity endorsers are one of the factors capable of shaping consumers' beliefs and positive perceptions of a product. The credibility, appeal, and expertise possessed by celebrity endorsers can increase consumer trust in a brand, thereby encouraging the formation of purchase intent (Al Ghifari, Wismantoro, Cahya, & Setiawan, 2025). Brand trust plays a crucial role in shaping consumers' positive attitudes toward a brand. Consumers who have a high level of trust in a brand will feel more confident and perceive lower risk when making a purchase.

Within the TRA framework, brand trust acts as a mediating variable that bridges the influence of celebrity endorsers on purchase decisions, as the trust that is established strengthens consumers' intention to purchase the product (Fitriyono & Sukaris, 2026). Previous studies conducted by Aprilia & Muzdalifah (2023) and Priyasarafi et al (2025) indicate that brand trust mediates the influence of celebrity endorsers on purchase decisions. These findings suggest that the more effective the celebrity endorser, the higher the level of brand trust formed among consumers, thereby increasing the likelihood of a purchase decision.
H6: Celebrity endorsers have a positive and significant effect on purchase decisions through brand trust

The Effect of Online Customer Reviews on Purchase Decisions through Brand Trust
Purchasing decisions are influenced by behavioral intentions formed through attitudes and subjective norms. In the context of digital marketing, online customer reviews serve as a source of information and social reference capable of influencing consumers' perceptions and beliefs about a product. Positive, informative, and credible reviews can shape consumers' positive evaluations and increase brand trust (Amalia et al., 2025). Brand trust is a key factor in shaping consumers' confidence and positive attitudes toward a brand. Consumers who have a high level of trust in a brand will feel more confident, perceive less risk, and be more motivated to make a purchase. Within the TRA framework, brand trust acts as a mediating variable that bridges the influence of online customer reviews on purchase decisions, as the trust that is established strengthens consumers' intention to buy the product (Santoso & Andrew, 2026). Previous research by Alayfia et al. (2025)

and Nurfitriyani et al. (2025) indicates that brand trust mediates the influence of online customer reviews on purchase decisions. These findings suggest that the more positive and credible online customer reviews are, the higher the level of brand trust formed among consumers, thereby increasing the likelihood of a purchase decision.

H7: Online customer reviews have a positive and significant effect on purchase decisions through brand trust.

METHOD

This study used a quantitative research method. The population of this research are the consumers of skintific product in Kudus Regency. The sample sample of this study are 105 respondents. The sampling technique used purposive sampling. This study utilized primary data obtained through the distribution of questionnaires to respondents meeting the predetermined criteria. The research instrument was designed based on the variables of celebrity endorser, online customer reviews, brand trust, and purchase decision, measured using a 1–5 Likert scale ranging from "strongly disagree" to "strongly agree." Subsequently, the data were analyzed using Structural Equation Modeling (SEM) with the assistance of the AMOS program through validity, reliability, goodness-of-fit, and hypothesis testing.

RESULTS AND DISCUSSION

1. Respondent Characteristics

The following are the demographic characteristics of the respondents in this study:.

Table 1
Characteristics of Respondents

A. Gender		
Gender	**Frequency (Respondents)**	**Percentage (%)**
Female	93	88.6
Male	12	11.4
Total	**105**	**100%**
B. Age		
Age Group	**Frequency (Respondents)**	**Percentage (%)**
17–25 years	71	67.6
26–35 years	28	26.7
36–45 years	4	3.8
Over 46 years	2	1.9
Total	**105**	**100**
C. Social Media Usage		
Social Media Platform	**Frequency (Respondents)**	**Percentage (%)**

Instagram	53	50.5
TikTok	52	49.5
Total	**105**	**100**
D. E-Commerce Usage		
Platform	**Frequency (Respondents)**	**Percentage (%)**
Shopee	80	76.2
TikTok Shop	25	23.8
Total	**105**	**100**

Source: Primary data processed, 2026.

According to Table 1, the majority of respondents were women aged 17–25. Regarding social media use, Instagram was the most frequently used platform. Meanwhile, Shopee was the most frequently used e-commerce platform, with 80 respondents using it. These findings indicate that Skintific users in Kudus Regency are predominantly young women who are active on social media and prefer Shopee for online shopping.

2. ***Average Variance Extracted (AVE)***

The Average Variance Extracted (AVE) is considered valid if it yields a result above 0.5 (Ghozali, 2017)

Table 2
Variance Extracted Test

Variabel	***Average Variance Extracted* (AVE)**	**Conclussion**
Celebrity Endorser	0,822	Valid
Online Costumer Review	0,708	Valid
Brand Trust	0,684	Valid
Purchase Decision	0,774	Valid

Source: AMOS Data Analysis Results, 2026

Based on the table 2, the variables celebrity endorser, online customer reviews, brand trust, and purchase decision have AVE > 0.5, thus meeting the convergence criteria well.

3. *Contruct Reliability*

Construct reliability testing is used to measure the consistency of indicators within a variable. A construct is considered reliable if it has a construct reliability value of ≥ 0.70 (Ghozali, 2017).

Table 3
Contruct Reliability Test

Variabel	***Contruct Reliability***	***Cut-off***	**Conclussion**
Celebrity Endorser	0,902	0,70	Reliabel

Variabel	*Contruct Reliability*	*Cut-off*	Conclussion
Online Costumer Review	0,906	0,70	Reliabel
Brand Trust	0,812	0,70	Reliabel
Purchase Decision	0,932	0,70	Reliabel

Source: AMOS Data Analysis Results, 2026

Based on Table 3, the variables of celebrity endorser, online customer reviews, brand trust, and purchase decision have construct reliability (CR) > 0.70, therefore, all constructs are deemed reliable and suitable for use in the research model.

4. Data Normality Test

A normality test is used to determine whether the data are normally distributed based on the critical ratio (c.r.) value in the assessment of normality in AMOS. The data are considered normally distributed if the multivariate c.r. value is ≤ 2.58. (Ghozali, 2017).

Table 4
Normality Test

Variable	min	max	skew	c.r.	kurtosis	c.r.
Y_5	2.000	5.000	-.385	-1.493	-.784	-1.519
Y_3	2.000	5.000	-.575	-2.227	-.538	-1.042
Y_2	2.000	5.000	-.508	-1.968	-.353	-.683
Y_1	2.000	5.000	-.378	-1.462	-.705	-1.366
Z_4	2.000	5.000	-.582	-2.255	-.501	-.971
Z_1	2.000	5.000	-.516	-1.997	-.609	-1.180
X2_5	2.000	5.000	-.619	-2.397	-.591	-1.144
X2_3	2.000	5.000	-.488	-1.891	-.720	-1.394
X2_2	2.000	5.000	-.537	-2.079	-.705	-1.365
X2_1	2.000	5.000	-.529	-2.047	-.683	-1.323
X1_5	2.000	5.000	-.588	-2.279	-.527	-1.020
X1_1	2.000	5.000	-.665	-2.574	-.399	-.772
Multivariate					6.862	1.776

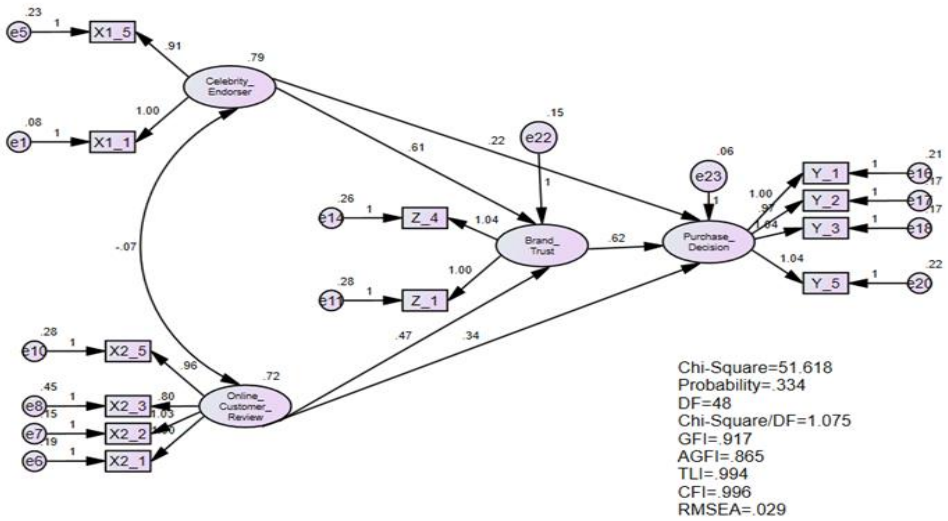
Source: AMOS Data Analysis Results, 2026

Based on Table 4, the multivariate C.R. value is 1.776, atau < 2.58, therefore, the data are considered to be normally distributed and satisfy the assumption of normality.

5. Structural Equation Modeling (SEM) Analysis Full Model

Structural Equation Modeling (SEM) analysis was used to determine the structural relationships among the variables under study, which were then tested for goodness of fit using goodness-of-fit indices. The results of the Structural Equation Modeling (SEM) data analysis are shown in Figure 1 as follows:

Figure 1. Structural Equation Modelling (SEM) Full Model



Source: AMOS Data Analysis Results, 2026

The results of the goodness-of-fit test for the full model are shown in Table 5 below:

Table 5
Goodness-of-Fit Test for the Full Model

Goodness of fit index	Cut-of-value	Hasil	Keterangan
Chi Square (DF=48;0,05)	Diharapkan ≤ 65,171	51,618	*Fit*
Siqnifikansi Probability	≥ 0,05	0,334	*Fit*
GFI	≥ 0,90	0,917	*Fit*
AGFI	≥ 0,90	0,865	*Marginal Fit*
TLI	≥ 0,95	0,994	*Fit*
CFI	≥ 0,95	0,996	*Fit*
CMIN/DF	≤ 2,0	1,075	*Fit*
RMSEA	≤ 0,08	0,029	*Fit*

Source: AMOS Data Analysis Results, 2026

Based on Table 5, the results of the confirmatory factor analysis (CFA) on the full measurement indicate that the measurement model meets the model fit criteria. This is evidenced by a probability value of 0.334, a Chi-square/DF value of 1.075, a CFI of 0.996, a TLI of 0.994, and an RMSEA of 0.029, all of which fall within acceptable limits. Although the AGFI value of 0.865 is still slightly below the cut-off value of 0.90, this value is still acceptable because the main goodness-of-fit indices have been met. In addition, all indicators in the variables have standardized factor loadings above 0.70, so they are considered valid.

6. Hypothesis

Hypothesis testing was conducted to analyze the effect of exogenous variables on endogenous variables in the research model.

❖ **Direct Effect Test**

The hypothesis is accepted if P (probability) < 0.05 and the critical ratio (CR) > 1.64. The results of the hypothesis test are shown in Table 6 below:

Table 6
Regression Weights

			Estimate	S.E.	C.R.	P	Conclusion
Brand_ Trust	<---	Celebrity_ Endorser	.614	.086	7.110	***	Accepted
Brand_ Trust	<---	Online_ Customer_ Review	.469	.083	5.635	***	Accepted
Purchase_ Decision	<---	Celebrity_ Endorser	.218	.130	1.681	.093	Rejected
Purchase_ Decision	<---	Online__ Customer_ Review	.345	.108	3.188	.001	Accepted
Purchase_ Decision	<---	Brand_ Trust	.623	.194	3.204	.001	Accepted

Source: AMOS Data Analysis Results, 2026

Based on the table 6 of hypothesis test results, the following conclusions can be drawn:

Hypothesis 1:

The data analysis results indicate that the CR value of 7.110 > 1.64 and the P-value (probability) of 0.005 < 0.05; these values meet the criteria. It can be concluded that celebrity endorsers have a positive and significant effect on brand trust, so H1 in this study is accepted. This indicates that celebrity endorsers who possess credibility, honesty, appeal, and a positive image are capable of increasing consumer trust in the Skintific brand (Yuvita et al., 2024). Consumers tend to trust products promoted by endorsers who align with the brand's characteristics and have a good reputation. Therefore, selecting the right celebrity endorser is a crucial strategy for enhancing brand trust, strengthening loyalty, and driving consumer purchasing decisions (Azhari & Hasnidar, 2025).

Hypothesis 2:

Based on the results of data analysis, the CR value of 5.635 is greater than 1.64, and the P-value (probability) of 0.005 is less than 0.05; these values indicate that the results meet the criteria. It can be concluded that online customer reviews have a positive and significant effect on brand trust, and thus H2 in this study is accepted. These results show that the more positive reviews from other consumers, the higher the level of consumer trust in the brand. Online customer reviews serve as a source of information that influences consumers' perceptions of a brand's quality and

credibility, especially when reviews are perceived as honest and based on real experiences (Huriyah & Erdiana, 2025). In this study, the highest indicator was comparison, indicating that consumers use reviews to compare Skintific products with other brands, thereby enhancing brand trust in Skintific (Bilkhisti et al., 2026).

Hypothesis 3:
Based on the results of data analysis, the CR value of 1.681 > 1.64 and the P-value (probability) of 0.093 > 0.050, these values indicate that the results do not meet the criteria. It can be concluded that celebrity endorsers do not have a significant direct effect on purchase decisions, so the resulting influence is classified as weak. H3 in this study is rejected. These results indicate that celebrity endorsers have not yet become a primary consideration for consumers in their purchasing decisions. The lowest indicator for the celebrity endorser variable is attractiveness, suggesting that consumers do not place much emphasis on the endorser's popularity or physical appeal when purchasing Skintific products. Consumers pay more attention to product quality, benefits, as well as reviews and the experiences of other users. These findings indicate that purchase decisions are influenced by various factors, so celebrity endorsers alone are insufficient to directly drive purchases(Isalman, Mubaraq, Conny, & Ningtyas, 2025)

Hypothesis 4:
Based on the results of data analysis, the CR value of 3.118 is greater than 1.64, and the P-value (probability) of 0.001 is less than 0.05; these values indicate that the results meet the criteria. It can be concluded that online customer reviews have a positive and significant effect on purchase decisions, so H4 in this study is accepted. This indicates that consumers use customer reviews to compare Skintific products with similar products before purchasing. Clear and trustworthy reviews help consumers obtain information regarding product quality and user experience (Huriyah & Erdiana, 2025). The better the reviews provided, the greater the likelihood that consumers will decide to purchase the product .

Hypothesis 5:
Based on the results of data analysis, it was found that the CR value is greater than the critical value (t-table), specifically CR = 3.204 > 1.64, and the P-value (probability) is 0.001 < 0.05. These results meet the criteria, as the P-value is less than 0.05. It can be concluded that brand trust has a positive and significant effect on purchase decisions, so H5 in this study is accepted. These results show that the higher the consumer's trust in a brand, the greater the likelihood that the consumer will make a purchase. In this study, the highest indicator for the brand trust variable was brand safety, indicating that consumers feel Skintific products are safe to use and do not cause harmful effects. This sense of safety increases consumer trust, thereby driving purchase decisions (Isalman et al., 2025)

❖ **Indirect Effect Test (Mediation)**

Table 7
Mediation Test Results

Path of Influence	*Lower*	*Upper*	Sig (p-value)	Conclusion
Celebrity endorsers -> Brand trust -> purchase decisions	0,212	1,098	0,011	Mediation
Online customer reviews -> Brand trust -> Purchase decisions	0,171	0,722	0,012	Mediation

Source: AMOS Data Analysis Results, 2026

Based on the data analysis results in Table 7, the following conclusions can be drawn:

Hypothesis 6:
The mediation test results show a lower bound of 0.212 and an upper bound of 1.098. A significance value of 0.011 (< 0.05) and a confidence interval that does not cross zero indicate that the mediation effect is significant. Thus, it can be concluded that brand trust acts as an intervening variable in the relationship between celebrity endorsers and purchase decisions. This indicates that celebrity endorsers can enhance consumers' brand trust before influencing their purchase decisions (Azhari & Hasnidar, 2025). The endorser's reputation, credibility, and positive image foster the perception that Skintific products are trustworthy. The higher consumers' trust in the endorser, the greater their confidence in purchasing Skintific products (Waruwu & Suhardi, 2025).

Hypothesis 7:
The results of the mediation test show that the lower bound is 0.171 and the upper bound is 0.722. A p-value of 0.012 (< 0.05) and a confidence interval that does not cross zero indicate that the mediating effect is significant. Thus, it can be concluded that brand trust acts as an intervening variable in the relationship between online customer reviews and purchase decisions. These results indicate that online customer reviews serve not only as a source of information but also shape consumers' perceptions and trust in the brand. Positive, informative, and credible reviews enhance consumers' confidence in the quality and safety of Skintific products. This trust, in turn, encourages consumers to make purchase decisions with greater confidence (Aggraini et al., 2023) .

CONCLUSION
Based on the research findings, celebrity endorsers and online customer reviews have a positive and significant influence on brand trust, while online customer

reviews and brand trust have a positive and significant influence on purchase decisions. If Skintific uses celebrity endorsers who are highly appealing and align with the brand's characteristics, consumer trust in the brand can increase. Similarly, if the company improves the quality of online customer reviews through prompt and helpful responses and by showcasing authentic consumer experiences, the information received by potential customers will be clearer and more convincing, thereby encouraging purchase decisions. Furthermore, if the company improves the consistency of product and service quality and ensures that the information provided aligns with product performance, consumers will place greater trust in the brand's reliability. The company can also offer discounts, product bundles, or loyalty programs to encourage consumers to make larger purchases.

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