

PURCHASE INTENTION TOWARD LOCAL SKINCARE

Marchellia Wijaya¹, Miharni Tjokrosaputro^{2*}

^{1,2} Faculty of Economics & Business, Universitas Tarumanagara, Jakarta, Indonesia*
Email: miharnit@fe.untar.ac.id.

*Corresponding Author

Submitted: 06-01-2024, Revised: 02-03-2024, Accepted: 15-04-2024

ABSTRACT

Currently, the need for body and facial care has become a community need because the emergence of various skin problems in women has prompted many local businesses to develop products to address them. This study used a non-probability method with a purposive sampling technique, as many as 224 respondent data were obtained through online questionnaires using the Google form and the data was analyzed using SmartPLS4.0-SEM. The results in this study were conducted with the aim of testing the attractiveness and trustworthiness of the purchase intention of local skincare products mediated by brand image. This study used a purposive sampling method, population data for this study were taken from samples who live in Jakarta and know about skincare local products as many as 296 valid individuals out of a total of 337 individuals and were obtained through online questionnaires using the Google form and data were analyzed using SmartPLS-SEM are valid. The result of this study is that attractiveness and trustworthiness can influence purchase intention which is mediated by brand image.

Keywords: Brand Image, Attractiveness, Trustworthiness, Purchase Intention

1. INTRODUCTION

The emergence of various skin problems in women has encouraged many local and other products to create skincare products to overcome these problems. Based on data from the Indonesia Ministry of Industry, sales growth of local skincare product will grow by 96% in 2023, because people can experience a good quality products at affordable prices and easy to obtain in every online platform (Rustiani, 2022). Skincare is a series of activities that can support skin health improve appearance and skin condition. The number of needs in facial and body care has led local companies to create skincare products made in Indonesia or known as local skincare products.

With the development of digital technology, the phenomenon of the emergence of different influencers or celebrities to work with in marketing their products. Therefore, it is important for companies to know about the current trends to increase consumer interest in their products. In that case, Local skincare chose NCT Dream as its brand ambassador because it can be seen from its popularity in its professional attitude and appearance.

Currently many local products decided to improve the marketing idea with a top celebrity, especially NCT Dream, who is the second most popular K-pop boy band on social media (Vika, 2022) With the appearance of NCT Dream, local skincare markets its products through various ways such as uploading NCT Dream videos on social media in an effort to increase trust and interest in the content shown about local skincare products.

To increase a good brand image in the eyes of consumers is very important (Ferdiana Fasha et al., 2022). Brand image can be considered positive or negative, depending on a person's perception of a brand. Because the idea of improving the brand image of the local skincare company in collaboration with K-pop idols results in a positive response from consumers.

The Indonesian people are one of the big consumer in business development in the current global era, especially the online world such as e-commerce (Amalia, 2022). E-commerce has changed people's habits of shopping manually to online because of the internet which makes it easier for consumers to shop in e-commerce. With the convenience of shopping, consumer behavior in choosing and using it develops because the higher the consumer's interest, the higher the possibility of them buying a product.

With the ease of finding information about products and communicating on social media about local skincare products, it tends to encourage consumers to buy local skincare products. Consumer decisions in terms of buying an item can be influenced by several factors, one of which is influencers where the influence of influencers provides an increase in the image and purchasing decisions on local skincare products on social media (Shen, 2021)

There are several research gaps, the first is in previous research Wiedmann & von Mettenheim (2021) examined the attractiveness and trustworthiness of a social influencer in Germany in increasing the brand image of a luxury company product. Meanwhile, this study examines the attractiveness and trustworthiness of a social influencer for local skincare products in Jakarta. Second, research by Wiedmann & von Mettenheim (2021) shows that there is no direct influence on purchases from influencer campaigns on social media. So that researchers are immediately interested in researching the attractiveness of a celebrity in increasing the purchase intention of local skincare products in collaboration with NCT Dream. Third, in the research of Wiedmann & von Mettenheim (2021) it is said that there are difficulties in increasing the success of influencers in product marketing efforts because they use traditional techniques in advertising a product, but in this study using social media in attracting K-pop idol fans in order to improve the brand image of their products so as to encourage consumers to buy local skincare products.

According to A. H. Ahmad et al (2019) study in Malaysia that attractiveness has a positive relationship on brand image. In Kim & Park (2023) research on luxury goods users in Korea, attractiveness has a positive effect on brand image. Rai et al (2021) research on sports product users in India, attractiveness has a positive effect on brand image.

H₁: Attractiveness positively influences brand image of local skincare product in Jakarta.

In the research of Nike et al (2016) in Malang, trustworthiness has a positive relationship with brand image. In Kunkel et al (2019) research on the case of sports products in Europe, that trustworthiness has a positive effect on brand image which is significant. In Mostafa & Elseidi (2018) research on private labels in India. Stating that trustworthiness has a significant relationship with brand image.

H₂: Trustworthiness positively influences brand image of local skincare product in Jakarta.

According to Indarto & Farida (2022) in Surabaya, there is a positive influence of brand image on purchase intention. In Patel et al (2023) on buying interest of brand in India, there is a positive influence of brand image on purchase intention In Hien et al (2020) in Vietnam, brand image has a positive relationship with purchase intention.

H₃: Brand image positively influence purchase intention of local skincare product in Jakarta.

In the research of G. Dalangin et al (2021) on products in the Philippines, there is a positive relationship between attractiveness and purchase intention. According to Onu et al (2019) regarding telecommunications equipment in Nigerian there is a positive relationship between

attractiveness and purchase intention. In Ririn Damayanti (2021) on products in Indonesia, there is a significant positive relationship between attractiveness and purchase intention.

H4: Attractiveness positively influence purchase intention of local skincare product in Jakarta.

In research by Mat et al (2020) on food in restaurants in Malaysia there are positive results on trustworthiness and purchase intention. In Japarianto & Adelia (2020) in Surabaya said a positive relationship between trustworthiness and purchase intention. In research by Kurdi et al (2022) in the UK there is a significant positive relationship between trustworthiness and purchase intention.

H5: Trustworthiness positively influence purchase intention of local skincare product in Jakarta.

In Von Felbert & Breuer (2021) research on the sport brand in Germany, there is a significant positive relationship between attractiveness and purchase intention through brand image. In Purwati & Cahyanti (2022) on the skincare brand in Malang, there is a positive relationship with a large effect between attractiveness on purchase intention which is mediated by brand image. In Yasinta Windyastari & Sulistyawati (2018) research on collaboration shoes with famous athletes Kobe in Bali, there is a positive relationship with a large effect between attractiveness on purchase intention mediated by brand image.

H6: Attractiveness positively influence purchase intention of local skincare product through brand image in Jakarta.

In research by Palazzo et al (2021) on hotels in New York, there is a significant positive relationship between trustworthiness and purchase intention through brand image. In Adriana & Ngatno (2020) research on skincare products in Semarang, there is a positive relationship between trustworthiness and purchase intention through brand image. According to Winoto TJ et al (2022) there is a positive relationship between trustworthiness and purchase intention which is mediated by brand image.

H7: Trustworthiness positively influence purchase intention of local skincare product through brand image in Jakarta.

Based on the statement above, the hypotheses in this study are as follows:

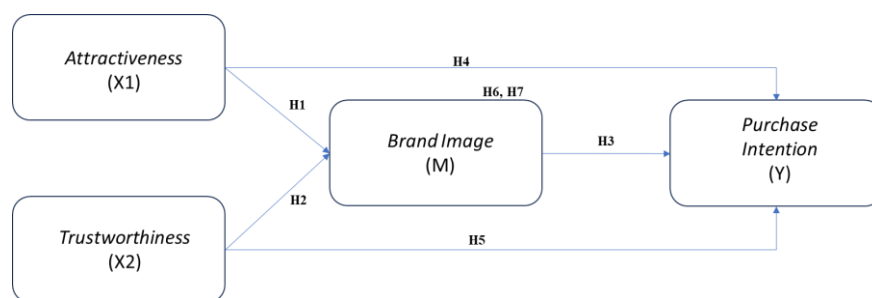


Figure 1. Research Model

2. RESEARCH METHOD

Data for this study were gathered through quantitative research using questionnaire answers. The researcher employs descriptive methods, a cross-sectional, non-probability sampling method, and a purposive sampling strategy. The primary data used in this study was gathered via online questionnaires, more specifically, Google Forms. The sample for this research consists of

Jakartans who purchase local skincare products and knew about the collaboration with NCT Dream. 296 individuals participated in the poll. Women accounted for 66,6% of the 197 answers, or most respondents. The majority of respondents in this research, 209 in total, were aged 18-25 years, with a proportion of 70,6%. The bulk of respondents' occupations are as students, with a percentage of 50,7% working as students. With a percentage of 43,6%, the bulk of respondents have a monthly salary were between Rp. 3,000,000 and Rp. 5,000,000. Partial Least Squares - Structural Equation Modeling (PLS SEM) was used for data analysis with Smart PLS 4 software. This research employs 17 signs evaluated on a scale of 1-5, with 1 indicating strongly disagree and 5 indicating strongly agree.

Table 1. Research Variables

Variabel	Kode	Item	Penulis
<i>Attractiveness</i>	A1	X is attractive.	Wiedmann & von Mettenheim (2021)
	A2	X is charimsatic	
	A3	X is good looking	
	A4	The psychical make up of X is admirable	
<i>Trustworthiness</i>	T1	X is honest	Wiedmann & von Mettenheim (2021)
	T2	X is dependable	
	T3	X is trustworthy	
	T4	X is sincere	
<i>Brand Image</i>	BI1	X has a quality product	Wiedmann & von Mettenheim (2021)
	BI2	X has its own uniqueness in its products	
	BI3	X has interesting content	
	BI4	X has interesting products	
	BI5	When I want to buy facial care products, X is my alternative	
<i>Purchase Intention</i>	PI1	I am interested in finding more information about the product	(Sofiyanti & Noviya, 2020)
	PI2	I am considering purchasing X product	
	PI3	I have an interest in trying X product	
	PI4	I have a desire to own X product	

3. RESULTS AND DISCUSSION

The data is assessed to see if the search indicators meet the criteria for validity and reliability. This research has been tested to be valid, so there's two validity tests: convergent validity (factor loading value > 0.7) and average variance extracted (AVE) value > 0.5. The discriminant validity value, as analyzed by the heterotrait-monotrait ratio (HTMT) results variable, is less than 0.90 (0.90), the reliability value is greater than 0.7, and the composite reliability is valid if it is between 0.7 and 0.95.

Table 2 Outer Model

Variable	Indicator	Loading	CA	CR	AVE	HTMT			
						A	T	BI	PI
<i>Attractiveness (A)</i>	A1	0,841	0,705	0,835	0,629	-	-	-	-
	A3	0,753							
	A4	0,783							
<i>Trustworthiness (T)</i>	T2	0,805	0,673	0,821	0,605	0,711	-	-	-
	T3	0,728							
	T4	0,744							
<i>Brand Image (BI)</i>	BI1	0,743	0,672	0,821	0,604	0,733	0,870		

	BI3	0,800							
	BI5	0,789							
	PI1	0,805							
<i>Purchase Intention (PI)</i>	PI3	0,728	0,632	0,803	0,577	0,881	0,856	0,743	-
	PI4	0,744							

Notes: Loading: Standardized loading, CA: Cronbach's Alpha, CR: Composite Reliability, AVE: Average Variance Extracted, HTMT: Heterotrait-Monotrait Ratio of Correlations

The composite reliability results, which measure the reliability value of an indicator in this study show that each variable has a value of more than 0.70 (>0.70). This proves that each variable in this study has been tested and is reliable. The heterotrait-monotrait ratio (HTMT) results in this study show that each variable has a value of less than 0.90 (<0.90). This proves that all values in each indicator in this study have met the requirements of discriminant validity, namely the heterotrait-monotrait ratio (HTMT).

Researchers got the findings of the indicator reliability analysis, namely Cronbach's alpha, and the results of the internal consistency reliability analysis, namely composite reliability, after studying the data using SEM analysis methods. Cronbach alpha test findings of 0.7 or greater are considered appropriate. The Cronbach alpha value in this research is greater than 0.7, indicating that it fulfills the criteria. In this research, the results of composite reliability, which measures an indicator's reliability value, indicate that each variable has a value greater than 0.70 (>0.70). This results demonstrate that each variable in this research has been tried and found reliable.

Table 3. Inner Model

	Variable Relationship	Path	f²	P-Values	Explanation
H ₁	<i>Attractiveness → Brand Image</i>	0,249	0,063 (Weak)	0,000	Accepted
H ₂	<i>Trustworthiness → Brand Image</i>	0,417	0,178 (Strong)	0,000	Accepted
H ₃	<i>Brand Image → Purchase Intention</i>	0,586	0,176 (Strong)	0,000	Accepted
H ₄	<i>Attractiveness → Purchase Intention</i>	0,241	0,061 (No Effect)	0,000	Accepted
H ₅	<i>Trustworthiness → Purchase Intention</i>	0,244	0,013 (No Effect)	0,000	Accepted
H ₆	<i>Attractiveness → Brand Image → Purchase Intention</i>	0,241	0,061 (No Effect)	0,000	Accepted
H ₇	<i>Trustworthiness → Brand Image → Purchase Intention</i>	0,244	0,013 (No Effect)	0,000	Accepted

The results of the analysis of the coefficient of determination or R-square in this study show a value close to 1 so that it has the most complete accuracy and accuracy. Based on table 4, there is an R-square value on the brand image variable of 0,352 and purchase intention of 0,406, which explains that as much as 35,2% of the brand image variable can be explained by the attractiveness variable, the remaining trustworthiness on the purchase intention variable is 0,406 which explains that as much as 40,6% can be explained by the attractiveness, trustworthiness and brand image variables can be explained by other variables not examined in this study.

The Effect Size (f²) measures the effect of certain predictor constructs on the endogenous construct. This measurement evaluates whether eliminating a predictor construct will significantly affect the values of f-Square from the endogenous construct. It can be seen that the variables of

attractiveness have minor effects, trustworthiness and brand image has strong effects, and the variable of purchase intention has no effects.

The theories tested in this study are the direct impact hypotheses. H1-H7 are the theory of direct impacts that must be accepted before a hypothesis can be accepted. The path coefficient is a metric that demonstrates the connection between factors. A path coefficient number can describe a relationship ranging from -1 to +1. The path indicated by a minus or plus symbol explains the association between variables. Table 2 shows the p-values and path coefficients for the direct impact theories. Hypotheses H1–H7 will be supported if the route coefficients run from 0 to +1 and the p-values are less than 0,05 (0,05).

According to the findings of the first hypothesis test, attractiveness has a favorable and substantial impact with a minor effect on the local skincare brand image in Jakarta. Table 2 shows that the P-value is 0,000 with the highest limit of 0,05 (0,05), indicating that H1 is supported.

According to the findings of the second hypothesis test, trustworthiness has a favorable and substantial impact with strong effect on the local skincare product brand image in Jakarta, Table 2 shows that the P-value is 0,000 with the highest limit of 0,05 (0,05), implying that H2 is supported.

According to the findings of the third hypothesis test, brand image has a favorable and substantial impact with strong effect on the local skincare product purchase intention in Jakarta, with a modest effect. Table 2 shows that the P-value is 0,000 with the highest limit of 0,05 (0,05), implying that H3 is supported.

According to the findings of the fourth hypothesis test, attractiveness has a favorable and substantial impact with no effect on the local skincare product purchase intention in Jakarta, with a modest effect. Table 2 shows that the P-value is 0,000 with the highest limit of 0,05 (0,05), implying that H4 is supported.

According to the findings of the fifth hypothesis test, trustworthiness has a favorable and substantial impact with no effect on the local skincare product purchase intention in Jakarta, with a modest effect. Table 2 shows that the P-value is 0,000 with the highest limit of 0,05 (0,05), implying that H5 is supported.

According to the findings of the sixth hypothesis test, attractiveness has a favorable and substantial impact with no effect through brand image on the local skincare product brand image in Jakarta, with a modest effect. Table 2 shows that the P-value is 0,000 with the highest limit of 0,05 (0,05), implying that H6 is supported.

According to the findings of the seventh hypothesis test, trustworthiness has a favorable and substantial impact with no effect through brand image on the local skincare product brand image in Jakarta, with a modest effect. Table 2 shows that the P-value is 0,000 with the highest limit of 0,05 (0,05), implying that H7 is supported.

The questionnaires used in this study were distributed online and on social media via Google forms to potential respondents who complied with the criteria. The study's criteria were individuals who lived in Jakarta and knew about Somethic who collaborate with K-pop idol NCT Dream as their brand ambassador , which resulted in the collection of 296 data that matched the criteria and 41 data that had to be removed because they did not matched the criteria. Therefore, specialists will

use 296 data points that satisfy the specifications. Residents of Jakarta who have bought local skincare products are the study's participants. The researcher uses a screening query to filter the subject during data collection so that it satisfies the preset criteria. This result ensures that the information received corresponds to the actual field circumstances. The researcher then analyzes the identification of respondents in a month, such as a gender, age, employment, and money.

There were 224 respondents in this research. This participation explains why the respondents who answered the questionnaire were Jakarta residents who using local skincare products and known about the collaborate with NCT Dream. 197 women and 99 men were among the responses, or 66,6% and 33,4%, respectively. Most of the 209 respondents (70,6%) who participated in this research were between 18 and 25. Additionally, 150 (50,7%) of the study's respondents were students, making up most of the task. In addition, 129 respondents (or 43,6%) of the total who participated in this research reported having an income were between three million rupiahs and five million rupiahs (Rp 3,000,000.00-Rp 5,000,000) per month.

Based on information on age, occupation, and income in a month, the average respondent who participates in filling out the questionnaire is old enough to understand and answer statements well. SmartPLS 4.0 is the software used to test the data through a Google form questionnaire. Using SEM data analysis techniques, researchers tested the outer model's validity and reliability. The validity test results using Average Variance Extracted (AVE) show that each variable has met the requirements. The Heterotrait-Monotrait Ratio (HTMT) analysis results show that all indicators' values have met the requirements. The reliability analysis results using the loading factor, which measures the construct of the indicators in this study show that each variable has been tested and is reliable. The composite reliability analysis results, which measure an indicator's reliability value, prove that the variables used in this study have been tested and are reliable.

Data analysis in this study uses multicollinearity, coefficient of determination, and predictive relevance. In the multicollinearity test using the VIF value, the relationship between attractiveness and brand image has a VIF value of 1,524. The relationship between attractiveness and purchase intention has a VIF value of 1,620, the relationship between trustworthiness and brand image has a VIF value of 1,524. The relationship between trustworthiness and purchase intention has a VIF value of 1,793, then the relationship between brand image and purchase intention has a VIF value of 1,555. It concluded that there is no multicollinearity because the VIF value is below 10. Then test the coefficient of determination based on the R-square value. The R-Square value for the brand image variable is 0,352 and for purchase intention variable is 0,406, which means that the ability of the independent variables to influence the brand image variable is 35,2% and for the purchase intention variable is 40,6% is influenced by variables in this study. Furthermore, the predictive relevance test based on the Q2 value shows that the brand image variable has a value of 0,342 and for the purchase intention variable has a value of 0,293 so it can be well because the Q2 value > 0.

Based on the findings of testing the first hypothesis (H1), it can be inferred that H1 is supported. Attractiveness can positively and significantly influence the image of local skincare brand. This finding is in line with earlier findings that attractiveness has a favorable impact on brand image. According to earlier in Malaysia (Ahmad et al., 2019), luxury brand in Korea (Kim & Park, 2023), and sport product in India (Rai et al., 2021), this means that attractiveness has an impact for local skincare brand image in Jakarta.

The results of testing the second hypothesis (H2) prove that trustworthiness can positively and significantly influence brand image on local skincare product in Jakarta, so it concluded that H2

is supported. This finding is similar to previous research. These results are related to previous research from (Nike et al., 2016) on advertising in Malang, (Kunkel et al., 2019) on products in Europe, (Mostafa & Elseidi, 2018) on private labels in Egypt, showing that respondents feel the trust towards of local skincare products in Jakarta.

Based on the findings of the third hypothesis (H3) testing, (Indarto & Farida, 2022) about products in Surabaya, (Patel et al., 2023) with the brand in India, (Hien et al., 2020) about electronic products in Vietnam. This means that brand image has a positive effect on purchase intention because a brand image that is enhanced through many promotional ideas can trigger purchasing decisions on products.

Based on the results of the fourth hypothesis test research (H4) that has been carried out, it can be concluded that attractiveness has a positive and significant influence on purchase intention on Local skincare products in Jakarta, so it can be concluded that H4 is supported. This result is related to previous researchers conducted by (G. Dalangin et al., 2021) on Mountain products in the Philippines, (Onu et al., 2019) on telecommunications equipment in Nigerian, (Ririn Damayanti, 2021) on skincare products in Indonesia. This means that the attractiveness of a celebrity in advertising a product can increase the desire of consumers to purchase products.

Based on the results of the fifth hypothesis test research (H5) that has been carried out, it can be concluded that trustworthiness has a positive and significant influence on purchase intention on Local skincare products in Jakarta, so it can be concluded that H5 is supported. These results are related to previous researchers conducted by (Mat et al., 2020) about food in restaurants in Malaysia, (Japariato & Adelia, 2020) about application in Surabaya, (Kurdi et al., 2022) about application in the UK. This means that consumer confidence in a promotion advertised by a celebrity about a product can trigger consumer buying interest in Local skincare products in Jakarta.

Based on the results of the sixth hypothesis test research (H6) that has been carried out, it can be concluded that Attractiveness has a positive and significant influence on purchase intention through brand image on Local skincare products in Jakarta, so it can be concluded that H6 is supported. These results are related to previous researchers conducted by (von Felbert & Breuer, 2021) on the sports brand in Germany, (Purwati & Cahyanti, 2022) on the skincare brand in Malang, (Yasinta Windyastari & Sulistyawati, 2018) on collaboration shoes with Kobe, a famous basketball player in Bali. This means that brand image can mediate the relationship between attractiveness and purchase intention.

Based on the results of the seventh hypothesis test research (H7) that has been carried out, it can be concluded that Trustworthiness has a positive and significant influence on Purchase Intention through Brand Image on Local skincare products in Jakarta, so it can be concluded that H7 is supported. This result is related to previous research conducted by (Palazzo et al., 2021) on hotels in New York, (Adriana & Ngatno, 2020) on local skincare in Semarang, (Winoto TJ et al., 2022) products in Banjar Baru. This means that brand image can mediate the relationship between trustworthiness and purchase intention.

4. CONCLUSIONS AND SUGGESTIONS

The study's findings and discussion concluded that attractiveness and trustworthiness can positively and significantly influence the purchase intention through brand image of local skincare

products in Jakarta. This study has several limitations, namely the variables used to examine the purchase intention of Local skincare products in Jakarta are only limited to attractiveness, trustworthiness and brand image, but also the sample used in this study also only amounted to 296 samples due to time constraints at the sample collection stage.

Theoretical suggestions for future research researchers recommend using other factors that can influence buy intention, such as EWOM variables, perceived price, brand trust, and others so that this research can provide more benefits to parties. This study has the potential to help more parties.

Based on the results of the research that has been conducted, there are several suggestions that can be considered by similar industries in increasing the purchase intention of consumers, namely it is advisable for Local skincare products to develop marketing ideas such as conducting campaigns in maintaining face and body care with high quality products with affordable price and delivering product information needed by consumers. As well as collaborating with well-known influencers and continuing to make various innovations that can help increase interest and trust in the brand of a product especially local products, and continue to grow from various assessments of public opinion, it is advisable for Local skincare products to be able to continue to maintain safety and improve the quality and affordability of their products, in order to provide good benefits, especially to keep consumers healthy so that consumer buying interest increases.

REFERENCES

- Adriana, N. C., & Ngatno, N. (2020). Pengaruh brand image dan brand trust terhadap keputusan pembelian melalui minat beli sebagai variabel intervening. (Studi pada Konsumen Sariayu Martha Tilaar di Kota Semarang). *Jurnal Ilmu Administrasi Bisnis*, 9(1), 198–208. <https://doi.org/10.14710/jiab.2020.26322>
- Ahmad, A. H., Idris, I., Mason, C., & Chow, S. K. (2019). The Impact of Young Celebrity Endorsements in Social Media Advertisements and Brand Image Towards the Purchase Intention of Young Consumers. *International Journal of Financial Research*, 10(5), 54. <https://doi.org/10.5430/ijfr.v10n5p54>
- Amalia, J. R. (2022). Analisis perilaku konsumtif dan daya beli konsumen terhadap belanja online di masa pandemic covid-19. *Jurnal Ilmu Ekonomi Dan Bisnis Islam*, 4(1).
- Dang, H. D., & Tra, G. T. (2021). Consumers value healthy eating and environmental responsibility: How negative food contexts aid decision-making. *Food Science and Technology (Brazil)*, 41. <https://doi.org/10.1590/fst.28120>
- Ferdiana Fasha, A., Rezqi Robi, M., & Windasari, S. (2022). Determinasi keputusan pembelian melalui minat beli: brand ambassador dan brand image (literature review manajemen pemasaran). *JURNAL MANAJEMEN PENDIDIKAN DAN ILMU SOSIAL*, 3(1), 30–42. <https://doi.org/10.38035/jmpis.v3i1.840>
- G. Dalangin, J. J., Mc Arthur, J. M. B., Salvador, J. B. M., & Bismonte, A. B. (2021). The impact of social media influencers purchase intention in the Philippines. *Jurnal Studi Komunikasi (Indonesian Journal of Communications Studies)*, 5(3), 551–568. <https://doi.org/10.25139/jsk.v5i3.3708>
- Hien, N. N., Phuong, N. N., Tran, T. Van, & Thang, L. D. (2020). The effect of country-of-origin image on purchase intention: The mediating role of brand image and brand evaluation. *Management Science Letters*, 1205–1212. <https://doi.org/10.5267/j.msl.2019.11.038>
- Huang, Z., Zhu, Y. D., Deng, J., & Wang, C. L. (2022). Marketing Healthy Diets: The Impact of Health Consciousness on Chinese Consumers' Food Choices. *Sustainability (Switzerland)*, 14(4). <https://doi.org/10.3390/su14042059>

- Indarto, A. F., & Farida, S. N. (2022). Pengaruh Brand Image dan Persepsi Kualitas terhadap Minat Beli Iphone di Surabaya. *Al-Kharaj : Jurnal Ekonomi, Keuangan & Bisnis Syariah*, 4(4), 1258–1266. <https://doi.org/10.47467/alkharaj.v4i4.919>
- Iqbal, J., Yu, D., Zubair, M., Rasheed, M. I., Khizar, H. M. U., & Imran, M. (2021). Health Consciousness, Food Safety Concern, and Consumer Purchase Intentions Toward Organic Food: The Role of Consumer Involvement and Ecological Motives. *SAGE Open*, 11(2). <https://doi.org/10.1177/21582440211015727>
- Japarianto, E., & Adelia, S. (2020). Pengaruh tampilan web dan harga terhadap minat beli dengan kepercayaan sebagai intervening variabel pada e-commerce Shopee. *Jurnal Manajemen Pemasaran*, 14(1), 35–43. <https://doi.org/10.9744/pemasaran.14.1.35-43>
- Kim, H., & Park, M. (2023). Virtual influencers' attractiveness effect on purchase intention: A moderated mediation model of the Product–Endorser fit with the brand. *Computers in Human Behavior*, 143, 107703. <https://doi.org/10.1016/j.chb.2023.107703>
- Kunkel, T., Walker, M., & Hodge, C. M. (2019). The influence of advertising appeals on consumer perceptions of athlete endorser brand image. *European Sport Management Quarterly*, 19(3), 373–395. <https://doi.org/10.1080/16184742.2018.1530688>
- Kurdi, B. Al, Alshurideh, M., Akour, I., Tariq, E., AlHamad, A., & Alzoubi, H. M. (2022). The effect of social media influencers' characteristics on consumer intention and attitude toward Keto products purchase intention. *International Journal of Data and Network Science*, 6(4), 1135–1146. <https://doi.org/10.5267/j.ijdns.2022.7.006>
- Mat, K. A., Mohamad, A. A., Omar Ali, S. R., & Mohd Said, N. S. (2020). The Role of Perceived Quality, Store Image, And Trust in Predicting Customers' Purchase Intentions Towards Restaurants in Terengganu. *Jurnal Intelek*, 15(1), 143–151. <https://doi.org/10.24191/ji.v15i1.277>
- Mostafa, R. H. A., & Elseidi, R. I. (2018). Factors affecting consumers' willingness to buy private label brands (PLBs). *Spanish Journal of Marketing - ESIC*, 22(3), 338–358. <https://doi.org/10.1108/SJME-07-2018-0034>
- Natarajan, T., Geetha Raveendran Nair, J., & Jayapal, J. (2022). Subjective norms as a moderator in the consumption behaviour of branded functional beverages post-COVID-19 pandemic: a pragmatic view. *Asia-Pacific Journal of Business Administration*. <https://doi.org/10.1108/apjba-03-2022-0130>
- Nike, C., Suharyo, & Kadarisman, H. (2016). Pengaruh celebrity endorser terhadap brand image (Survei pada Konsumen Kosmetik Wardah di Counter Wardah Kota Malang). *Jurnal Administrasi Bisnis*, 36(1).
- Onu, C. A., Nwaulune, J., Adegbola, E. A., & Nnorom, G. (2019). The effect of celebrity physical attractiveness and trustworthiness on consumer purchase intentions: A study on Nigerian consumers. *Management Science Letters*, 1965–1976. <https://doi.org/10.5267/j.msl.2019.7.009>
- Palazzo, M., Foroudi, P., & Ferri, M. A. (2021). Examining antecedents and consequences of perceived service quality in the hotel industry: a comparison between London and New York. *The TQM Journal*, 33(7), 193–221. <https://doi.org/10.1108/TQM-09-2020-0203>
- Patel, A. K., Singh, A., & Parayitam, S. (2023). Risk-taking and WOM as moderators in the relationship between status consumption, brand image and purchase intention of counterfeit brand shoes. *Journal of Advances in Management Research*, 20(2), 161–187. <https://doi.org/10.1108/JAMR-05-2022-0095>
- Phan, T. A., & Mai, P. H. (2016). Determinants Impacting Consumers' Purchase Intention: The Case of Fast Food in Vietnam. *International Journal of Marketing Studies*, 8(5). <https://doi.org/10.5539/ijms.v8n5p56>

- Purwati, A., & Cahyanti, M. M. (2022). Pengaruh Brand Ambassador Dan Brand Image Terhadap Minat Beli Yang Berdampak Pada Keputusan Pembelian. *IQTISHADUNA: Jurnal Ilmiah Ekonomi Kita*, 11(1), 32–46. <https://doi.org/10.46367/iqtishaduna.v11i1.526>
- Rai, J. S., Yousaf, A., Itani, M. N., & Singh, A. (2021). Sports celebrity personality and purchase intention: the role of endorser-brand congruence, brand credibility and brand image transfer. *Sport, Business and Management: An International Journal*, 11(3), 340–361. <https://doi.org/10.1108/SBM-06-2020-0062>
- Rezai, G., Teng, P. K., Shamsudin, M. N., Mohamed, Z., & Stanton, J. L. (2017). Effect of perceptual differences on consumer purchase intention of natural functional food. *Journal of Agribusiness in Developing and Emerging Economies*, 7(2), 153–173. <https://doi.org/10.1108/JADEE-02-2015-0014>
- Ririn Damayanti. (2021). Pengaruh Celebrity endoser, label halal terhadap niat beli dan loyalitas pelanggan dengan citra merek sebagai variabel intervening (iklan produk kosmetik sariayu). *Jurnal Mitra Manajemen*, 5(1), 31–42. <https://doi.org/10.52160/ejmm.v5i1.506>
- Roseira, C., Teixeira, S., Barbosa, B., & Macedo, R. (2022). How Collectivism Affects Organic Food Purchase Intention and Behavior: A Study with Norwegian and Portuguese Young Consumers. *Sustainability (Switzerland)*, 14(12). <https://doi.org/10.3390/su14127361>
- Rustiani, D. (2022, December 18). *Meningkatnya Minat skincare Lokal Di Indonesia*. Kumparan.Com.
- Shen, Z. (2021). A persuasive eWOM model for increasing consumer engagement on social media: evidence from Irish fashion micro-influencers. *Journal of Research in Interactive Marketing*, 15(2), 181–199. <https://doi.org/10.1108/JRIM-10-2019-0161>
- Sofiyanti, & Noviyya, D. (2020). Peran Trustworthiness, Attractiveness, Expertise Pada Minat Beli (Studi Kasus Pada Pengguna Media Sosial Instagram). *Prosiding Konferensi Nasional Ekonomi Manajemen Dan Akuntansi (KNEMA)*.
- Ula, R., & Fauzi, A. (n.d.). *Asian Journal of Management Entrepreneurship and Social Science Does Trust Mediation Benefits And Risk Consumer Perceptions Increase E-Commerce Buying Intention*.
- Vika, A. (2022, July 25). *Ini 10 Boyband K-Pop Favorit Orang Indonesia Menurut Survei KIC-Zigi*. Databoks.
- von Felbert, A., & Breuer, C. (2021). How the type of sports-related endorser influences consumers' purchase intentions. *International Journal of Sports Marketing and Sponsorship*, 22(3), 588–607. <https://doi.org/10.1108/IJSMS-01-2020-0009>
- Wiedmann, K.-P., & von Mettenheim, W. (2021). Attractiveness, trustworthiness and expertise – social influencers' winning formula? *Journal of Product & Brand Management*, 30(5), 707–725. <https://doi.org/10.1108/JPBM-06-2019-2442>
- Winoto TJ, H., Tecoalu, M., & Ferryday, F. (2022). Peran Kepuasan Pelanggan Dalam Memediasi Pengaruh Brand Image Dan Harga Terhadap Minat Beli Ulang. *Journal of Economic, Bussines and Accounting (COSTING)*, 5(2), 1690–1698. <https://doi.org/10.31539/costing.v5i2.3341>
- Yasinta Windyastari, N., & Sulistyawati, E. (2018). Peran Brand Image memediasi pengaruh kredibilitas celebrity endorser kepada niat beli. *E-Jurnal Manajemen Universitas Udayana*, 7(12), 6932. <https://doi.org/10.24843/EJMUNUD.2018.v07.i12.p20>