The Impact of Celebrity Endorsement on Purchase Decision of MS Glow Products, Through Brand Trust on Gen Z Factory Workers in Jepara District

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ABSTRACT

Purpose: This study examines the impact of celebrity endorsements on purchase decisions, with brand trust as a mediating variable, in the context of the Indonesian cosmetics industry, specifically MS Glow.

Design/methodology/approach: A quantitative research approach was applied, utilizing a sample of 400 Gen Z garment workers in Jepara district. Data were analyzed using Structural Equation Modeling (SEM) with Smart-PLS version 4.0, including outer model testing, inner model testing, mediation testing, and hypothesis testing.

Findings: The results indicate that Celebrity Endorsement (X1) has a positive and significant influence on Brand Trust (Z1) and Purchase Decision (Y1). Additionally, Brand Trust (Z1) significantly influences Purchase Decision (Y1). Mediation analysis confirms that Brand Trust (Z1) partially mediates the relationship between Celebrity Endorsement (X1) and Purchase Decision (Y1).

Research limitations/implications: This study is limited to Gen Z garment workers in Jepara, which may restrict generalizability to other demographics or regions. Future research could explore different age groups or industries.

Practical implications: The findings provide insights for cosmetic brands on leveraging celebrity endorsements to enhance brand trust and influence consumer purchase decisions.

Originality/value: This study contributes to the literature by empirically validating the mediating role of brand trust in the relationship between celebrity endorsement and purchase decision, specifically in the Indonesian cosmetics market.

Paper type: Research paper

I. INTRODUCTION

The development of the cosmetics industry in Indonesia continues to experience rapid growth, especially with increasing public awareness of the importance of skin care. One cosmetic brand that has succeeded in attracting consumers' attention is MS Glow, which is widely known through its aggressive and innovative marketing strategies. In an effort to strengthen its image and increase product sales, MS Glow adopted a celebrity endorsement strategy, namely the use of public figures or celebrities to promote products.

The beauty industry in Indonesia is experiencing rapid growth. In 2022, market volume will reach IDR 51.51 trillion, with details: skincare IDR 33.21 trillion, cosmetics IDR 26.08 trillion, and fragrances IDR 631.8 billion. The potential national market size in 2023 will reach 467,919 products, an increase of more than 10 times in the last 5 years. The skincare market in Indonesia in 2024 is projected to generate income of IDR 44.71 trillion, with an estimated income per person of IDR 159,994. Celebrity endorsement is considered an effective marketing

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strategy to increase brand attractiveness and credibility, as well as influencing consumer purchasing decisions. (Hartatik, Nuvriasari, & Transportation, 2025)

Ms Glow is a domestic skin and facial care cosmetic product that is popular among all circles because it has beauty clinics in big cities and skincare products that are not widely spread. Ms Glow has a BPOM permit, halal certification, and has won several awards. Sales of this product reach more than 2 million per month and are in demand by various ages, making it a best-selling beauty product with a significant increase in sales.

The use of celebrity endorsements has become a common strategy used by companies to increase brand trust and influence consumer purchasing decisions. Celebrities who become endorsers provide a positive image and attractiveness that can increase consumer trust in a brand or product. This tactic is very commonly used by large companies to maintain the image of their products. Several studies show that celebrity endorsements have a positive and significant influence on purchasing decisions because consumers assume that celebrities provide comprehensive and informative insight about a product.

MS Glow, for example, uses several well-known celebrities in Indonesia such as Nagita Slavina, Lesti Kejora, and Sarwendah to attract consumer attention. Apart from that, the product quality and brand image built by MS Glow as a product for making glowing skin can also influence consumers' interest in trying the product. The use of celebrity endorsers has been proven to increase purchase intentions, positive attitudes towards advertising and brands. Previous research also shows that celebrity endorsement, brand image, and brand trust have a positive and significant effect on purchasing decisions for MS Glow products.

According to data from the Jepara Regency Central Statistics Agency, in 2024, the population of Gen Z workers will be 161,234 people. Meanwhile, the largest employment opportunities in Jepara are in the Industrial Processing sector such as Bags, Shoes and Clothing, with a total of 271,924 people. Therefore, this number is very high in addition to the various sectors in Jepara district. (BPS, 2024)

Generation Z dominates the population in many cities, including Jepara, which corresponds to the target age of MS Glow product users. This makes research on the effectiveness of celebrity endorsements in generation Z very relevant. This research aims to determine the influence of celebrity endorsement, product quality and brand image on interest in purchasing MS Glow products among generation Z factory workers in Jepara Regency, with a focus on the role of brand trust as a mediating variable.

A. Celebrity Endorsement

Celebrity endorsement is a marketing strategy that uses famous public figures to promote products or services with the aim of increasing purchases of a brand. Celebrities who become endorsers can be actors, athletes, musicians, or other public figures who have attractiveness, credibility, and popularity. This public figure uses popularity to influence consumers through advertising, by expressing words to carry out brand promotions based on popularity and personality. The use of celebrity endorsements aims to attract consumer attention, increase brand awareness, build brand image, and influence purchasing decisions. Celebrity endorsement is one of the promotion methods that is the main choice in the world. The success of a product's image in the minds of consumers is determined by the company's accuracy in selecting celebrity endorsers.

According to Thomson, a celebrity endorsement is an individual or group who has a lot of influence and is known by the wider community who is able to build bonds, brand personification and relationships with customers. Therefore, the use of celebrity endorsements is considered to influence customer behavior towards a product. (Wahyoedi & Tj, 2022)

In practice, the role of celebrity endorsers in advertising can vary, such as providing testimonials about the quality or benefits of the product. Starring in product advertisements that are not related to their expertise (endorsement). As well as promoting certain products or brands related to the role played in a broadcast program (actor).

Meanwhile, according to Kotler, celebrity endorsers are attractive or popular figures in advertising. The endorser should have characteristics, namely being able to maximize message delivery, having certain abilities, being known and physically attractive, being able to create a target audience. (Prabowo & Wisnalmawati, 2024)

The use of celebrity endorsements can provide benefits for companies, such as creating credibility, attracting attention, increasing brand recall, and building brand equity. However, there are also risks such as high costs and potential controversies involving the celebrity. Therefore, selecting the right celebrity and good relationship management is critical to the success of an endorsement strategy.

B. Brand Trust

Brand trust is the confidence that customers have in a brand's ability to fulfill its promises. This reflects the customer's perception that the brand is reliable and will deliver positive results based on the experiences and interactions they have had. This brand trust involves elements such as consistent product quality, brand integrity, transparency, commitment to values that are relevant to consumers, and the ability to fulfill expectations and promises made.

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According to Chaudhuri & Holbrook, it shows that brand trust is considered as a form of customer willingness to rely on brand perceptions to achieve stated goals. Likewise, brand trust is a form of expression of trust when consumers are faced with a brand, which depends on the customer's perception that the brand will continue to be reliable and satisfying. (Falah, Indrawan, & Browo, 2022)

Brand trust is a consumer's willingness to trust or rely on a brand in risk situations because of the expectation that the brand will provide positive results. Brand trust creates a sense of security and reduces consumers' perception of possible risks. Brand trust is the second most important factor, after price, that influences consumers' and businesses' decisions to purchase a product.

Meanwhile, according to Kotler, brand trust has a huge influence on the sustainability of a brand, because if a brand is no longer trusted by consumers, it will be difficult for products with that brand to develop in the market. On the other hand, if the brand is trusted by consumers, then products with that brand will be able to continue to develop in the market. (A. P. A. Nasution, Dalimunthe, & Syafina, 2023)

Building brand trust is very important because it can increase customer loyalty, create brand advocates who recommend the brand to others, and obtain repeat sales. Brand trust includes brand reliability and brand characteristics. Brand reliability is based on consumers' confidence that the product can provide the promised value, while brand characteristics include the attributes and characteristics associated with the brand itself.

C. Purchase Decision

Purchase decision, or purchase decision, is a process that involves consumers in choosing between two or more available alternatives, which results in a decision to buy or not buy a product or service. Purchasing decisions are part of consumer behavior, which includes how individuals, groups and organizations select, buy, use and evaluate a product or service to satisfy their needs. This process involves combining the knowledge obtained by consumers into consideration values in choosing existing alternatives.

According to Tjiptono, purchasing decisions are several methods starting from consumers recognizing a problem where consumers must be aware of a need, actively seek more information about a particular product, evaluate the product to look for alternative evaluations about how well the alternative can solve the problem, then from several stages these ultimately lead to a purchasing decision regarding what product to buy. (Ramadhan & Kurniawati, 2024)

Purchasing decisions involve several dimensions, including product type, brand, seller, number of products, time of purchase, and method of payment. Consumers will consider various factors such as quality, price, and product popularity before making a decision. The purchasing decision process consists of several stages, namely problem recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior.

Meanwhile, according to Kotler and Keller, purchase decision is an integration process used to combine knowledge to evaluate two or more alternative behaviors and choose one of them. Consumer decisions are a problem-solving approach to human activities in purchasing goods or services to fulfill their wants and needs. (Rarung, Lumanauw, & Mandagie, 2022)

For companies, a purchase decision is a decision-making process that involves many aspects, including supplier selection, product quality, price, delivery schedule, stock availability, and supplier reputation. Purchasing decisions influence profitability and help companies forge partnerships that align with their goals. Consumers may form preferences to make purchases based on brands that buyers like.

1. The Influence of Celebrity Endorsements on Brand Trust

Celebrity Endorsement has a positive and significant effect on Purchase Decisions. Research (Firdah, Prima, & Uslianti, 2022) shows that Celebrity Endorsements have a positive and significant effect on Brand Trust. This is supported by research conducted by (Hasan, Elviana, & Journal, 2023) which states that Celebrity Endorsements have a positive and significant effect on Brand Trust.

H1: Celebrity Endorsement has a positive and significant effect on Brand Trust.

2. The Influence of Brand Trust on Purchase Decisions

Brand Trust has a positive and significant effect on Purchase Decision. Research (Pramesti & Sujana, 2023) shows the results that Brand Trust has a positive and significant effect on Purchase Decisions. This is in line with research conducted by (Anggraeni & Rachmi, 2023) which shows that Brand Trust has a positive and significant effect on Purchase Decisions.

H2: Brand Trust has a positive and significant effect on Purchase Decision.

3. The Influence of Celebrity Endorsements on Purchase Decisions

Celebrity Endorsement has a positive and significant effect on Purchase Decisions. Research conducted by (Pudyaningsih, Imaduddin, & Mufidah, 2022) shows that celebrity endorsements have a positive and significant

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effect on purchase decisions. This is in line with research conducted by (Harianti, Ritonga, & Andyna, 2023) showing that Celebrity endorsements have a positive and significant effect on Purchase Decisions.

H3: Celebrity Endorsement has a positive and significant effect on Purchase Decision.

II. METHODS

This research uses a quantitative type of research. This research uses data collection techniques by distributing questionnaires online using Google Forms to all respondents. The questionnaire in this study used a Linkert scale of 1-10. According to Sugiyono, the Likert Scale is used to measure the attitudes, opinions and perceptions of a person or group regarding social events or phenomena. (Marini, Suhanda, & Adam, 2024)

The total population in this study was 161,234 people. In this research, the Slovin formula is used to determine the total sample that will be used. The sample is part of the population which is the actual source of data in a study or in other words the sample must be able to represent the entire existing population (Zebua, Buulolo, Harefa, & Zai, 2024). From the total population, 400 respondents were selected as samples in the research. Hypothesis testing uses Structural Equation Modeling (SEM) with a focus on the Partial Least Square (PLS) method and SmartPLS version 4.0 as an analysis tool. The tests used are Outer Model Test, Inner Model Test, Mediation Test and Hypothesis Test.

III. RESULTS AND DISCUSSION

A. Outer Model (Measurement Model)

In this model there are two measurement models used, namely tests:

1. Validity Test

Convergent Validity in this measurement is considered sufficient when the Outer loading is above 0.7 and the Average Variance Extract (AVE) value is at least 0.5. (Fathurrahman, 2022) The results of the convergent validity test on the research model can be seen in Table 1.

Table 1 - Convergent Validity Test

Variable	Indicator	Outer loadings	AVE	Results
Celebrity Endorsement (X1)	X1.1	0.808		
	X1.2	0.826		
	X1.3	0.813	0.659	Valid
	X1.4	0.840		
	X1.5	0.771		
Brand Trust (Z1)	Z1.1	0.828		
	Z1.2	0.814		
	Z1.3	0.800	0.715	Valid
	Z1.4	0.808		
	Z1.5	0.869		

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	Z1.6	0.873		
	Z1.7	0.889		
	Z1.8	0.861		
	Z1.9	0.864		
Purchase Decision (Y1)	Y1.1	0.829		
	Y1.2	0.876		
	Y1.3	0.891		
	Y1.4	0.885	0.771	Valid
	Y1.5	0.907		
	Y1.6	0.880		

Source: Data output from SmartPLS version 4.0 (Processed)

Based on the table above, it can be stated that the indicators measuring the Celebrity endorsement, Brand Trust and Purchase Decision variables have a value above 0.7 in the convergent validity test, and also have an AVE value above 0.5, so they can be considered valid.

Composite Reability (Cr) is a measure of variable reliability that measures a reliable value of above 0.7. Cronbach's Alpha is a value reflecting the reliability of all indicators, with a range of values measured between zero and one. If the value is more than 0.7 then it can be said to be reliable. (M. I. K. Nasution & Rizky, 2024)

2. Reliability Test

Table 2 - Composite reliability & Cronbach's alpha values

Variable	Composite reliability	Cronbach's alpha	Information
Celebrity Endorsement	0.872	0.870	
Brand Trust	0.952	0.950	Reliable
Purchase Decision	0.942	0.941	

Source: Data output from SmartPLS version 4.0 (Processed)

Composite reliability is done by looking at the composite reliability value of the indicator block that measures the construct. A construct is said to be reliable if its composite reliability value is > 0.7. Reliability testing with composite reliability can be strengthened with Cronbach's alpha. The variable assessment criteria is if the Cronbach's alpha value for each variable is > 0.7. (Saputra et al., 2023) In the Reliability Test, it can be shown that the indicators for all variables get a value above 0.7 so they can be declared reliable.

Inner Model (Structural Model)

The inner model is a structural model used to project causal relationships between latent variables and variables that cannot be measured directly. The inner model test or structural test aims to analyze the relationship between constructs, measure the significance of their influence, and evaluate the R-square value in the research model. (Susilo, Jumadi, Lestari, & Akuntansi, 2024)

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B. R -Square

R-square is a test used to indicate the extent to which the impact of variable

Tabel 3 - R -square

Variable	R- square	R -square adjusted
Brand Trust	0.454	0.453
Purchase Decision	0.758	0.757

Source: Data output from SmartPLS version 4.0 (Processed)

Based on the results of the table above, it shows that the R-square value for Purchase Decision is 0.758 while the Adjusted R-square value is 0.757. Indicates that all exogenous constructs together have an impact of 75.8% on Y, which can be considered a strong influence. Meanwhile, the remaining 24.2% can be explained by other variables and indicators not mentioned in this study.

C. Inner Model (Measurement Model)

This inner model provides a more complete view of the way variables that cannot be measured directly play a role in shaping and influencing hidden variables. play a role in shaping and influencing hidden variables. Understanding This in-depth understanding is crucial for recognizing the patterns and factors underlying the phenomenon being investigated. being investigated.
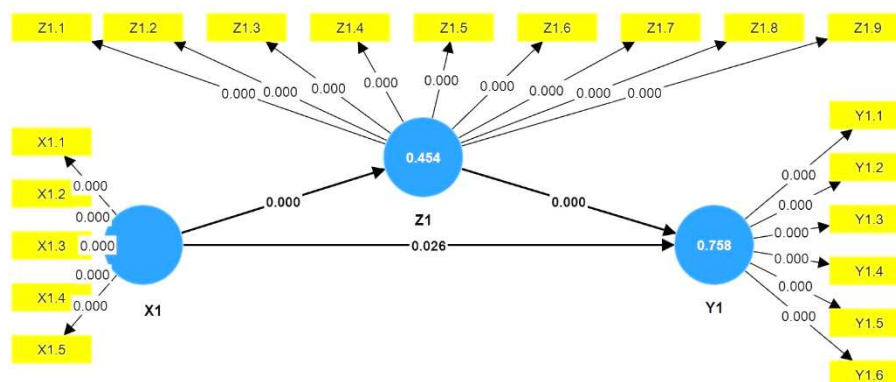

Figure 1 – Structural Model Bootstrapping PLS

D. Mediation Test

There are three scenarios in mediation: First, non-mediation occurs when the relationship between exogenous variables and endogenous variables is positive, while the relationship between the mediating variables is negative. Second, Full mediation occurs when the relationship between exogenous and endogenous variables is negative, while the relationship between the mediating variables is positive. Third, Partial mediation occurs when the exogenous and endogenous variables are positive, and the relationship between the mediating variables is also positive. (Muhtarom, Cholidah, Priambodo, & Ningseh, 2022)

Test results using the bootstrapping method with SmartPLS 4.0 can be interpreted based on the P value, where if the P value for indirect special effects is > 0.05, it indicates a negative effect, while if the P value < 0.05, it indicates a positive effect.

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Table 4 - Path Coefficient

Variable	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P value
Celebrity Endorsement -> Brand Trust	0.674	0.674	0.044	15.374	0.000
Brand Trust -> Purchase Decision	0.761	0.760	0.053	14.344	0.000
Celebrity Endorsement -> Purchase Decision	0.152	0.154	0.068	2.220	0.026

Source: Data output from SmartPLS version 4.0 (Processed)

Tabel 5 - Specific Indirect Effects

Variable	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P value
Celebrity Endorsement -> Brand Trust -> Purchase Decision	0.513	0.512	0.046	11.102	0.000

Source: Data output from SmartPLS version 4.0 (Processed)

Based on attached tables 5 and 6, the conclusions are:
The influence of Celebrity Endorsement on Purchase Decisions is mediated by Brand Trust
From table 5 it can be seen that the Path Coefficient of the Celebrity Endorsement variable on Purchase Decision has a positive relationship because P value = 0.000 < 0.05. Apart from that, table 5 Specific Indirect Effect of the Celebrity Endorsement variable on Purchase Decision mediated by Brand Trust also has a positive relationship because P value = 0.000 < 0.05. Therefore, it can be categorized as Partial Mediation.

E. Hypothesis Testing
In hypothesis testing, we look at the T statistic and P value. This hypothesis can be accepted if the P value <0.05. To find out, it can be found in the Path Coefficient obtained through the Bootstrapping technique in the SmartPLS version 4.0 program

Table 6 - Hypothesis Test Results

Results	Analysis
Celebrity Endorsement -> Brand Trust	Coefficien = 0.674
	P value = 0.000
	T -statistics = 15.374
	T -table = 1,648
	T -statistics > T -tabel
Brand Trust -> Purchase Decision	Coefficien = 0.761
	P value = 0.000

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T -statistics = 14.344

T -table = 1,648

T -statistics > T -tabel

Celebrity Endorsement -> Purchase Decision

Coefficien = 0.152

P value   = 0.026

T -statistics = 2.220

T -table = 1,648

T -statistics > T -tabel

Source: Data output from SmartPLS version 4.0 (Processed)

1. Hypothesis 1: Influence of Celebrity Endorsement (X1) on Brand Trust (Z1)
Indicating that the coefficient value is (0.674) and T-statistics (15.374) > T-table (1.648) and P value (0.000) < 0.05, then H0 is rejected and Ha1 is accepted. This means that there is a significant positive influence between the celebrity endorsement variable on the Brand Trust of Ms Glow Products among Gen Z Factory Workers in Jepara Regency.

The results of the research show that there is a significant positive influence between celebrity endorsement on the Brand Trust of Ms Glow products among Gen Z factory workers in Jepara Regency. This indicates that the stronger the celebrity endorsement, the higher the level of consumer trust in the brand. Based on the questionnaire indicators used, respondents tend to be more interested in buying cosmetics endorsed by celebrities, trying products endorsed by public figures, and considering celebrity recommendations in purchasing decisions. In addition, the presence of celebrities in advertisements is proven to be the main driving factor in increasing purchasing interest in cosmetic products. The attractive appearance of the endorser also plays a role in forming positive perceptions of the product, thereby strengthening consumer trust in the Ms Glow brand.

2. Hypothesis 2: Influence of Brand Trust (Z1) on Purchase Decision (Y)
Indicating that the coefficient value is (0.761) and T-statistics (14,344) > T-table (1.648) and P value (0.000) < 0.05, then H0 is rejected and Ha2 is accepted. This means that there is a significant positive influence between the brand trust variable on the purchase decision for Ms Glow products among Gen Z factory workers in Jepara Regency.

The research results show that there is a significant positive influence between Brand Trust on Purchase Decisions for Ms Glow products among Gen Z factory workers in Jepara Regency. This confirms that the higher consumers' trust in the Ms Glow brand, the more likely they are to decide to purchase the product. Based on the questionnaire used, respondents believe that Ms Glow is a brand that is trusted, safe to use, and consistent in maintaining its quality. Apart from that, they also consider this product to be reliable, able to meet expectations, and deliver what is promised. In fact, some respondents felt that Ms Glow products provided more value than they expected. Strong trust in this brand also makes consumers rely more on Ms Glow products for their cosmetic needs and feel satisfied with the experience of using them. This shows that Brand Trust plays an important role in shaping consumer purchasing decisions for Ms Glow products.

3. Hypothesis 3: Influence of Celebrity Endorsement (X1) on Purchase Decision (Y)
Indicating that the coefficient value is (0.152) and T-statistics (2.220) > T-table (1.648) and P value (0.000) < 0.05, then H0 is rejected and Ha3 is accepted. This means that there is a significant positive influence between the celebrity endorsement variable on the Ms Glow Product Purchase Decision among Gen Z Factory Workers in Jepara Regency.

The research results show that there is a significant positive influence between celebrity endorsements on purchase decisions for Ms Glow products among Gen Z factory workers in Jepara Regency. This indicates that endorsements by celebrities play an important role in shaping consumer purchasing decisions. Based on the questionnaire used, the majority of respondents tend to buy cosmetics endorsed by celebrities, indicating that consumers are more trusting and interested in products endorsed by public figures. In addition, the presence of celebrities in advertisements has been proven to be a driving factor in purchasing decisions, especially if the celebrity has an attractive appearance and an image that matches consumer preferences. Thus, a marketing strategy

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involving celebrity endorsements can be an effective approach for Ms Glow in increasing the appeal and sales of her products among Gen Z factory workers in Jepara.

IV. CONCLUSION

Based on the research results above, it can be concluded that celebrity endorsements have a significant positive influence on Brand Trust and Purchase Decisions for Ms Glow products among Gen Z factory workers in Jepara Regency. The stronger the celebrity endorsement, the higher the consumer's trust in the brand, which ultimately increases their likelihood of buying the product. Consumer trust in Ms Glow is built through the perception that this brand is trustworthy, safe, consistent in quality, and able to meet expectations. The presence of celebrities in advertising, especially those with an attractive appearance and appropriate image, is a major factor driving purchasing decisions. Consumers are more interested in trying products endorsed by celebrities, consider recommendations from public figures, and feel more confident in choosing Ms Glow as their cosmetic needs. Thus, a celebrity endorsement-based marketing strategy can be an effective tool to strengthen brand trust and encourage purchasing decisions, thus contributing to increasing the appeal and sales of Ms Glow products among Gen Z factory workers in Jepara.

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