Tekmapro : Journal of Industrial Engineering and Management
Vol. 20, No.01, Year 2025, p. 177-195
e-ISSN 2656-6109. URL: http://tekmapro.upnjatim.ac.id/index.php/tekmapro

Antecedents Of Purchase Behavior In Local Skincare Users

Widy Ariesty Maretta[1*], Luki Adiati Pratomo[2]
[1]Universitas Trisakti :
[2] Universitas Trisakti " 122012301019@std.trisakti.ac.id
*) Correspondence author :

ABSTRACT

This study was conducted to examine the influence of a celebrity influencer's credibility, celebrity influencer attractiveness, online customer review, and perceived expertise on attitude, examining the impact of attitude on purchase intention and the influence of purchase intention on purchase behavior on local skincare products. The type of research used is causality research, which aims to test the influence of one variable on other variables. The variables used consisted of 4 independent variables (celebrity influencer's credibility, celebrity influencer attractiveness, online customer review, and perceived expertise), two mediation variables (attitude and purchase intention), and 1 dependent variable (purchase behavior). The sampling technique uses purposive sampling with a number determination technique using Hair et al., 2019; the number of samples is 5 times the number of indicators, 30. The data collection results showed that the number of samples was 205 (minimum sample 150). The analysis technique used is the Structural Equation Model (SEM) using AMOS 23 software. The findings showed that a celebrity influencer's credibility was not proven to have a positive effect on attitude, a celebrity influencer's attractiveness was proven to have a positive effect on attitude, online customer reviews were not proven to have a positive effect on attitude, perceived expertise was proven to have a positive effect, the attitude was proven to have a positive effect on purchase intention, and purchase intention had a significant positive impact on purchase behavior.

Keywords: : Celebrity Influencer's Credibility, Celebrity Influencer Attractiveness, Online Customer Review, Perceived Expertise, Attitude, Purchase Intention, Purchase Behavior

A. INTRODUCTION

In recent years, social media has become an integral part of daily life for billions of people. Around the world, by 2024, the number of social media users will reach 5 billion. The use of social media in Indonesia, especially TikTok and Instagram, is increasing rapidly. Both platforms are effective in supporting digital businesses, including the skincare industry. TikTok, initially focused on entertainment content, is now playing an essential role in product promotion, while Instagram uses features such as reels and stories for marketing campaigns. The RRI survey shows that the five most popular social media platforms in Indonesia are YouTube (139 million), Instagram (122 million), Facebook (118 million), WhatsApp (116 million), and TikTok (89 million). The advantages of TikTok and Instagram encourage many business people to utilize digital marketing for product marketing, as seen in Figure 1.[1] [2]

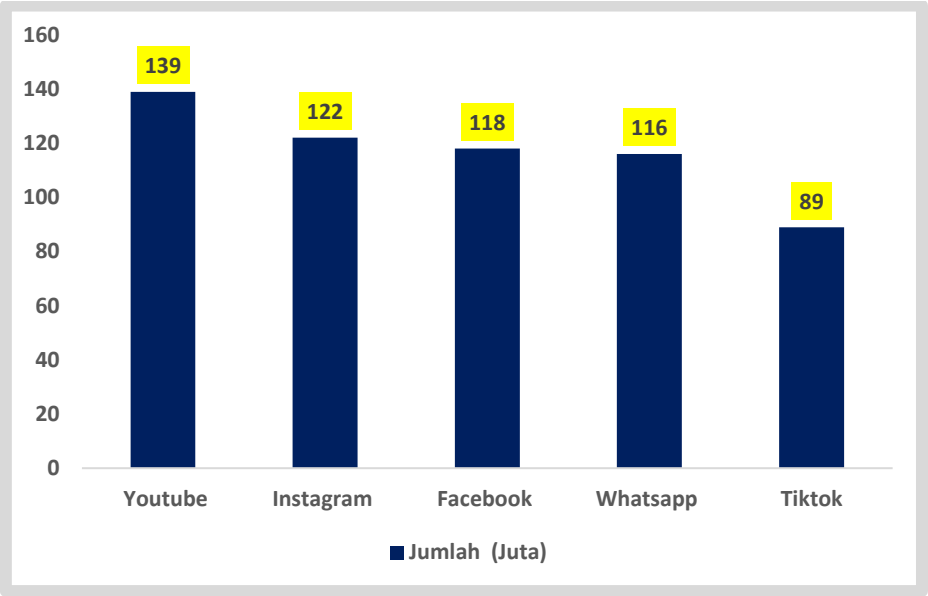

Figure 1. Indonesian Social Media Platform Users in 2024

Source : https://www.rri.co.id/iptek/721570/ini-data-statistik-penggunaan-media-sosial-masyarakat-indonesia-tahun-2024

Companies use social media to interact with stakeholders and change how they communicate with the public, including consumers, by utilizing influencers as a marketing tool. In the skincare industry, the competition between influencers is getting more challenging regarding engagement and audience trust. The 2024 Infina survey recorded Tasya Farasya, Jhama Bhagwani, Nanda Arsynta, Aghria Punjabi, Rachel Goddard, and Abel Cantika as the most popular beauty influencers. This is from the influencer's number of followers, as in Figure 2. Competition in the Indonesian skincare industry is getting more challenging, not only from brands that offer quality products but also from innovations in marketing strategies. More than 80% of businesses use digital influencers as their primary content. As the number of influencers increases, the competition for brand contracts is getting fiercer, encouraging them to highlight their uniqueness through creative content and interaction. [3] [4]

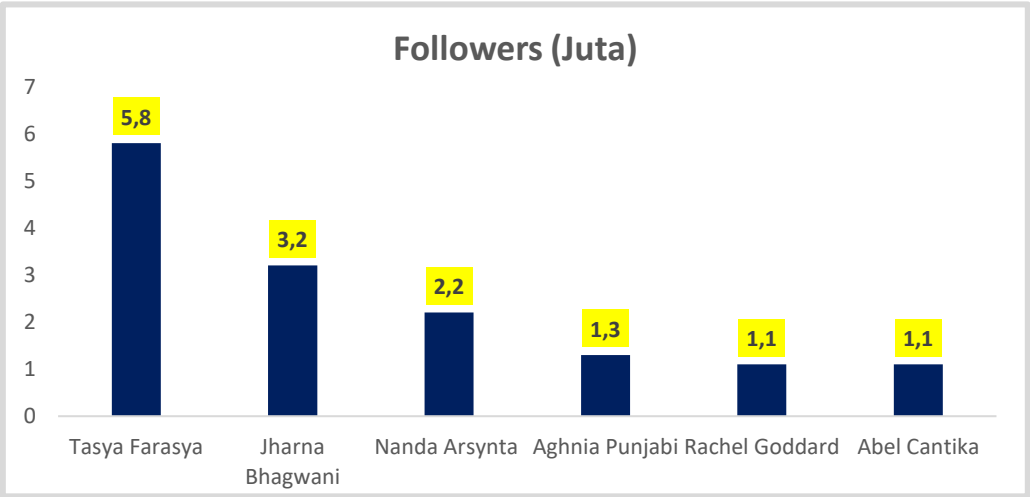

Figure 2List of the Most Popular Beauty Influencers on Instagram in 2024

Source : https://www.infina.id/news/ini-dia-daftar-beauty-influencerindonesia-terpopuler-di-instagram

Various factors, including brand ambassadors, influence consumer behavior when buying products online. The credibility of celebrities who become brand ambassadors is considered to reflect the product's credibility, which positively impacts consumer attitudes in purchasing decisions. In addition, the physical attractiveness and behavior of celebrities also positively affect the attitude of buying skincare products. [5], [6], [7], [8] and [9]

Customer reviews also play an important role, where positive reviews increase consumer attitudes to buy, while the opposite is true for products with bad reviews. Influencer skills, which include competence and knowledge, also influence consumer attitudes in purchasing decisions, with research showing that high skill sets up positive attitudes towards purchase intent. [7], [10], [11], [12] , [13], [14] and [15]

Positive attitudes formed by experience, quality perception, and trust in products can encourage consumers to buy, while negative attitudes can hinder those decisions. Research shows that consumer attitudes are a crucial predictor of purchasing behavior. Purchase intent is considered the first step to buying behavior; The higher the purchase intent, the more likely it is that real action will be taken. [16], [17], [18], [13], [19], [20] and [21]

The presence of influencers is now an essential part of the marketing strategy of skincare products, with a significant influence in shaping consumer perceptions regarding their credibility, expertise, and attitude. With the increasing number of influencers, the competition among them is also getting fiercer, encouraging companies to be more selective in choosing influencers who can represent products effectively. Skincare product expertise, authentic attitudes, and influencer appeal are crucial to capturing consumers' attention and influencing purchase intent. Influencer selection based on credibility and knowledge is essential, as only influencers with a deep understanding and a positive attitude toward the product can significantly impact brand image and sales. This creates challenges and opportunities for companies to be more strategic in establishing partnerships with influencers who align with their target audience and can have the desired impact.

Based on this background, the formulation of the problem in this study is identified as follows:

1. Does celebrity influencer's credibility have a positive effect on attitude?
2. Does celebrity influencer's attractiveness have a positive effect on attitude?
3. Do online customer reviews have a positive effect on attitude?
4. Does expertise have a positive effect on attitude?
5. Does attitude have a positive effect on purchase intention?
6. Does purchase intention have a positive effect on purchase behavior?

Based on the formulation of the problem that has been described above, the purpose of this study is to :

1. Analyze the positive influence of celebrity influencer's credibility has a positive effect on attitude.
2. Analyze the positive influence of celebrity influencer's attractiveness has a positive effect on attitude.
3. Analyze the positive influence of online customer reviews has a positive effect on attitude.
4. Analyze the positive influence of expertise has a positive effect on attitude.
5. Analyze the positive influence of attitude has a positive effect on purchase intention.
6. Analyze the positive influence of purchase intention on purchase behavior.

B. LITERATURE

Theory of Planned Behavior

The theory of Planned Behavior (TPB) is used to assess consumer intentions and behaviors and is a widespread basis for explaining the determinants of sustainable consumption. TPB states that attitudes, subjective norms, and perceived behavioral control can predict an individual's behavioral intentions. Research shows that CPD is more effective than reasoned action theory in explaining consumer intentions and behaviors toward ethical products.[22], [23] and [24]

The SDGs have been applied in various contexts, including health crises, tourist behavior, and athletes' adherence to programs. In consumer behavior, the TPB is combined with other theories to explain purchase intent, such as in research that links environmental knowledge with the purchase intention of electric vehicles [25], [26] and [27]. This model has proven effective in predicting behavior based on individual intentions and controls. Considering the SDGs, we believe sustainability intentions are an essential predictor of understanding Gen Z consumers' net attitudes (SB), who are more driven by humanist values and environmental awareness than previous generations [28].

The Effect *of Celebrity Influencer's Credibility* on Attitude

Influencers' credibility, which includes expertise, honesty, and personal appeal, is highly influential in shaping consumers' attitudes toward the products being promoted. Research shows that influencers' level of credibility can increase audience trust in the message conveyed, which positively impacts purchase intent. For example, finding that influencers are more trusted and known by audiences than traditional celebrities increases the effectiveness of advertising. In addition, transparency in ad disclosure, such as ad status, has been shown to strengthen influencer credibility and significantly affect consumer purchase intentions.[15] , [29] and [30]

An empirical study conducted by the company found that influencer credibility had a significant positive influence on consumer attitudes. These studies confirm that credibility increases consumer attitudes toward products and impacts purchasing decisions. However, pointing out that the influence of influencer credibility on consumer attitudes is only sometimes as strong as expected indicates that other factors, such as the fit between influencers and brands,

also play an important role in the effectiveness of influencer credibility. Based on this, the hypothesis of this study is: [6], [7], [8] and [31]

H1: *Celebrity Influencer's Credibility* has a positive effect on *Attitude*

The Effect *of Celebrity Influencer's Attractiveness* on *Attitude*

A celebrity influencer's physical attractiveness canaffect the audience's attitude towards the product or service being promoted. Research shows that factors such as the beauty and charisma of influencers play an important role, as audiences associate attractive appearances with positive product qualities. In addition, social and parasocial appeal between influencers and followers also increases purchase intent and positive attitudes towards the brand.[29]

A study found that celebrity influencers' attractiveness positively affects audience attitudes. The physical appeal of influencers can reinforce the audience's positive perception of the promoted product. However, there are other researchers, such as those who show that the influence of physical attractiveness is not necessarily significant in all contexts and is influenced by other factors, such as the relevance between the influencer and the product. Thus, the hypothesis of this study is: [5], [7], [9] and [32]

H2: *Celebrity Influencer's Attractiveness* has a positive effect on *Attitude*

The Effect of *Online Customer Reviews* on *Attitude*

Online customer reviews can affect consumer attitudes towards products or services. Positive or negative reviews form the initial perception of a product's quality, reliability, and value, with a more significant influence than relevant and credible reviews in the decision-making process [30]. These reviews are essential for establishing or changing consumer attitudes, which impact purchase intent.[15]

Studies show the positive influence of Online Customer Reviews on attitudes. Positive reviews not only improve the product's image but also improve consumer attitudes towards the brand. On the other hand, negative reviews can have a negative effect as well, although there are studies that show that other factors, such as the volume or context of the review influence the impact. Thus, the hypothesis of this study is: [7], [10], [11], [12] and [33].

H3: *Online Customer Reviews* have a positive effect on *Attitude*

The Effect *of Perceived Expertise* on *Attitude*

Expertise significantly affects a person's attitude, especially in decision-making. Individuals with a high level of knowledge tend to have a positive attitude toward products or information related to their field of expertise. Expertise allows for more accurate judgment and deeper understanding. Research shows that people with knowledge in a field are more confident and open towards products. Conversely, lacking expertise can result in a skeptical or neutral attitude [29].

Studies show the positive influence of expertise on attitudes. Individuals considered experts tend to be favorable toward relevant products, while individuals without expertise may

be more skeptical or neutral. Based on this explanation, the hypothesis proposed in this study is:[13], [14] and [15].

H4: *Expertise* has a positive effect on *Attitude*

The Effect of *Attitude* on *Purchase Intention*

Consumers' attitude towards a product or brand greatly influences their purchase intentions. Research shows that positive attitudes—from perceptions of quality, trust, and satisfaction—can increase buying propensity, while negative attitudes decrease buying interest. This shows that consumer attitudes are a significant factor in purchasing decisions for first and repeat purchases [29].

Studies also indicate that positive attitudes toward unique and innovative brands affect purchase intent more than other factors, such as social media engagement. Research has found a significant favorable influence between attitude and purchase intent. These findings show that companies that successfully build a positive attitude have a greater chance of driving purchase intent and increasing sales. Based on this explanation, the hypothesis proposed in this study is:[16], [17] and [18].

H5: *Attitude* has a positive effect on *Purchase Intention*

The Effect of *Purchase Intention* on *Purchase Behavior*

Purchase intention is a strong indicator that reflects consumers' tendency to buy products. Empirically, purchase intent is considered the first step that influences purchasing behavior. High intentions make consumers more likely to take actual actions, such as purchasing. However, other factors, such as price, product availability, and consumer experience, can also affect the realization of those intentions. Therefore, there is a close relationship between purchase intent and purchase behavior, where an increase often follows an increase in intent in purchase behavior.[13], [34] and [35].

Studies by [19], [13], [20], and [21] show a significant positive influence between purchase intent and purchase behavior, confirming that the higher the consumer's purchase intent towards a product, the more likely they are to realize it. Based on this explanation, the hypothesis proposed in this study is:

H6: *Purchase Intention* has a positive effect on *Purchase Behavior*

From the litrative study and the empirical study of the relationship between variables, the following is the conceptual framework used in this study.

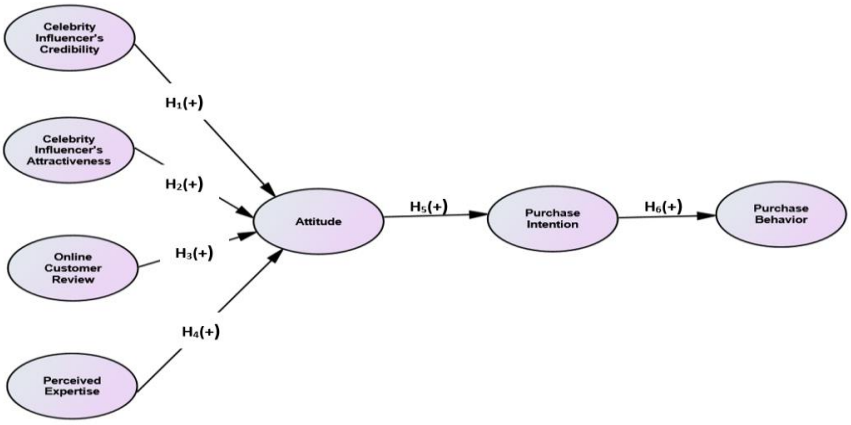

Figure 3 Conceptual Outline
Source: [36], [37]

C. RESEARCH METHOD

The type of research used is causal research, which aims to test the influence of one variable on other variables and understand the relationship between two or more variables. This study adopts empirical studies to examine the influence of celebrity influencers' credibility and attractiveness, online customer reviews, and the perception of expertise on purchasing behavior, which is mediated by purchasing attitudes and intentions for skincare products. The data used is primary data taken directly from the research object in a certain period (cross-section data), with variables in the form of latent data analyzed using the Structural Equation Model.[7], [13], [19], [38] and [39].

The variables used in the study consisted of 4 independent variables, namely Celebrity Influencer's Credibility with four indicators, Celebrity Influencer's Attractiveness with six indicators, Online Customer Review with five indicators, Perceived Expertise with three indicators, 2 Attitude mediation variables with four indicators, Purchase Intention with four indicators and one dependent variable Purchase Behavior with four indicators. The measurement indicators of these variables are taken from previous research that has been developed. The study respondents were individuals with active social media accounts—such as Instagram, TikTok, and YouTube—who followed or became followers of celebrity influencers in the skincare field and knew the brand ambassadors of the skincare products they used. The Likert Scale measures each variable indicator, with five grading levels: 1 (Strongly Disagree) to 5 (Strongly Agree) [40].

This study uses primary data from the research object [40]. Data was collected using Google Forms questionnaires for respondents who met certain sample criteria. Respondents were given closed-ended questions to assess their perception of each measurement indicator. The purposive sampling technique is used to select a sample based on criteria. These namely respondents have active social media accounts (Instagram, TikTok, YouTube, etc.) and know celebrities who are influencers of skincare products. The number of samples used in this study follows the criteria of Hair et al. (2019), namely the number of samples taken must be five to ten times the number of indicators. With the number of measurement indicators as many as 30 indicators, the minimum total sample required is 30 indicators x 5 = 150 samples. Data were obtained by distributing questionnaires using Google Form media which were distributed via social media to respondents who met these criteria. From the results of the distribution, a sample of 204 respondents was obtained, which means that they met the research criteria [39].

The analytical tool in this study is the Structural Equation Model (SEM) with the following processing stages:

1. Form a research model based on the literature review and empirical studies used as shown in the following image:

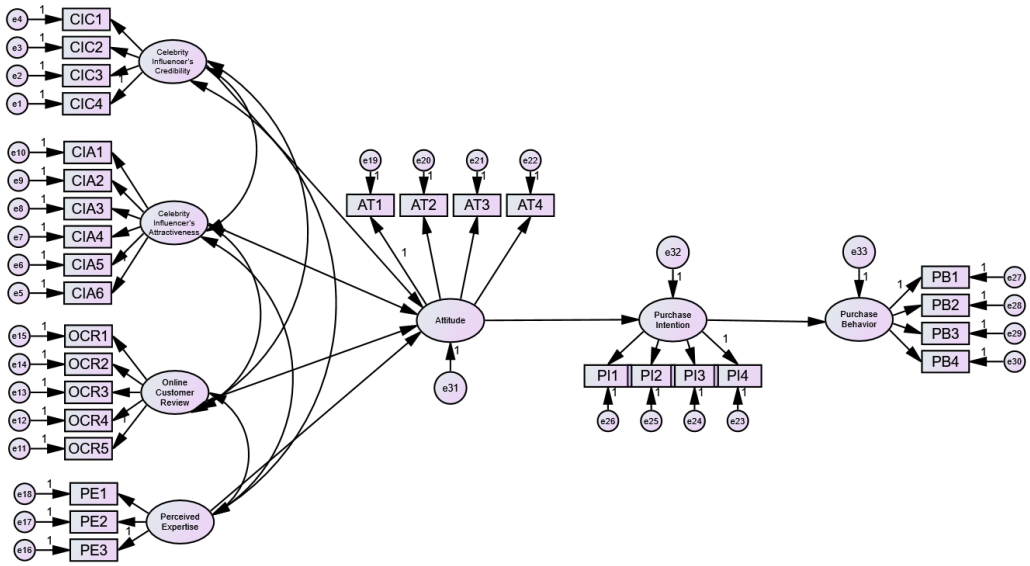

Figure 4. Reseach SEM Model

2. Conduct testing of research variable instruments, namely validity testing and reliability testing.

   a. Validity testing is carried out to test whether the indicators that measure a variable are valid (Hair et al., 2019). The analytical tool used for validity testing is factor loading where the factor loading criteria depend on the number of samples used. This study will use a sample of 204 so that the factor loading value that determines whether the sample is valid or not is 0.40. Decision making is carried out with the criteria • If Factor Loading> 0.40 then the statement item is valid and if Factor Loading <0.40 then the statement item is invalid.

   b. Reliability Test Reliability Testing Reliability testing is carried out to test the consistency of answers from respondents who measure a variable. The analytical tool used to conduct reliability testing is the Cronbach's Alpha Coefficient where the basis for decision making if the Cronbach's Alpha Coefficient > 0.60 then all statements in the questionnaire are proven to be consistent or reliable and if the Cronbach's Alpha Coefficient < 0.60 then all statements in the questionnaire are not consistent or reliable.

3. Goodnes of fit testing
   Model fit testing is a step that must be taken as a prerequisite before testing the theory hypothesis. The goodness of fit test is carried out to measure the accuracy of the sample regression function and assess the actual value statistically. There are 8 criteria for model fit testing with decision making to determine whether it meets the model fit requirements as can be seen in the table 1

Table 1. Model Conformance Testing Indicators

Criteria of Measurement	Measurement	Fit Model Results
Absolute fit measures	*Chi-square*	low Chi Square
	p-value Chi-Square	≥ 0.05
	GFI	≥ 0.90
	RMSEA	≤ 0.10
	NFI	≥ 0.90
	IFI	≥ 0.90
	TLI	≥ 0.90
	CFI	≥ 0.90
Parsimonius fit meassure	CMIN/DF	Between 1 to 5

Source : data processed with AMOS 23

4. Hypothesis testing theory
   Hypothesis testing is conducted to test the effect of independent variables on dependent variables with the null hypothesis stating that the independent variable has no effect on the dependent variable and the alternative hypothesis that the independent variable has an effect on the dependent variable. Decision making
   if the p-value of the t statistic value is less than or equal to 0.05 (5%) then Ho is rejected
   If the p-value of the t statistic value is more than 0.05 then Ho is accepted

D. RESULT AND DISCUSSION

D.1. Result

The results of the test of the instrument and descriptive statistics for the research variables can be seen in Table 2. The information from the table shows that for the Celebrity Influencer's Credibility, which consists of 4 indicators, it is concluded that all indicators are proven valid because they produce a factor loading value of > 0.4 and are proven to be reliable because they produce a Cronbach alpha value of 0.932 > 0.6. All indicators of the measurement of the Celebrity Influencer's Attractiveness variable consisting of 6 indicators were proven valid because they produced a loading factor > 0.40 and a Cronbach Alpha value of 0.924 > 0.6. The validity test for the Online Customer Review variable consisting of 5 measurement indicators showed that all indicators were proven valid because they produced a factor loading > 0.40 and proved to be consistent, as shown by the Cronbach Alpha value of 0.937 > 0.6. The validity test for the Perceived Expertise variable consisting of 3 measurement indicators showed that all indicators were proven valid because they produced a loading factor > 0.40 and proved to be consistent, as shown by the Cronbach Alpha value of 0.928 > 0.6. The validity test for the Attitude variable consisting of 4 measurement indicators showed that all indicators were proven valid because they produced a loading factor of > 0.40 and proved to be consistent, as

shown by the Cronbach Alpha value of 0.958 > 0.6. The validity test for the Purchase Intention variable consisting of 4 measurement indicators showed that all indicators were proven valid because they produced a loading factor > 0.40 and proved to be consistent, as shown by the Cronbach Alpha value of 0.959 > 0.6. The validity test for the Purchase behavior variable consisting of 4 measurement indicators showed that all indicators were proven valid because they produced a loading factor > 0.40 and proved to be consistent, as shown by the Cronbach Alpha value of 0.902 > 0.6.

Descriptive statistics for the Celebrity Influencer's Credibility variable produced an average value of 3.9252, which shows that overall, consumers feel that the celebrity influencers they know or follow can be trusted with their credibility. The average value for the Celebrity Influencer's Attractiveness variable of 4.0065 shows that overall, consumers feel that the celebrities they know or follow are attractive. Respondents overall felt that the existence of online customer reviews provided a positive attitude in terms of deciding to buy skincare products, as shown by the average score for varied Online Customer Reviews.

Table 2. Testing of Validity and Reliability and Descriptive Statistics of Research Variables

Indicators	Validity Testing		Reliability Testing		Average	Standard Deviation
	Factor loading	Conclusion	Alpha Transcript	Conclusion		
Celebrity Influencer's Credibility					**3.925**	**0.902**
CIC1	0.924	Valid	0.932	Reliable	3.931	0.985
CIC2	0.928	Valid			3.985	0.985
CIC3	0.906	Valid			3.818	1.013
CIC4	0.887	Valid			3.965	0.974
Celebrity Influencer's Attractiveness					**4.006**	**0.854**
CIA1	0.891	Valid	0.924	Reliable	4.029	1.006
CIA2	0.897	Valid			4.166	0.952
CIA3	0.907	Valid			4.156	0.944
CIA4	0.65	Valid			3.509	1.120
CIA5	0.895	Valid			4.078	0.979
CIA6	0.899	Valid			4.098	1.002
Online Customer Review					**4.153**	**0.812**
OCR1	0.872	Valid	0.937	Reliable	4.230	0.926
OCR2	0.887	Valid			4.196	0.854
OCR3	0.889	Valid			4.078	0.943
OCR4	0.911	Valid			4.127	0.884
OCR5	0.911	Valid			4.137	0.936
Perceived Expertise					**3.874**	**0.932**
PE1	0.946	Valid	0.928	Reliable	3.872	1.023
PE2	0.938	Valid			3.808	1.011
PE3	0.921	Valid			3.941	0.955
Attitude					**3.996**	**0.870**

Indicators	Validity Testing		Reliability Testing		Average	Standard Deviation
	Factor loading	Conclusion	Alpha Transcript	Conclusion		
AT1	0.941	Valid	0.958	Reliable	4.004	0.928
AT2	0.942	Valid			4.039	0.924
AT3	0.952	Valid			3.955	0.927
AT4	0.932	Valid			3.985	0.917
Purchase Intention					**3.614**	**1.025**
PI1	0.935	Valid	0.959	Reliable	3.553	1.092
PI2	0.938	Valid			3.720	1.038
PI3	0.96	Valid			3.617	1.110
PI4	0.942	Valid			3.563	1.101
Purchase behavior					**3.720**	**0.994**
PB1	0.905	Valid	0.902	Reliable	3.544	1.093
PB2	0.911	Valid			3.661	1.113
PB3	0.795	Valid			3.803	1.195
PB4	0.91	Valid			3.872	1.12

Source : data processed with AMOS 23 and SPSS 25

They have amounted to 4.1539. The average value of 3.8742 for the Perceived Expertise variable shows that overall, consumers feel that the celebrity influencer they follow or know is someone with expertise in skincare. Descriptive statistics for Attitude of 3.9963 shows that overall, consumers think that a skincare product marketed by celebrities, influencers they follow, or who are recognized has given a positive attitude towards the decision to buy skincare products. Respondents felt that the celebrities and influencers they followed or knew influenced consumers' decision to buy skincare, as shown by the average purchase intention answer score of 3.6140. The average value for the Purchase Behavior variable of 3.7206 shows that overall, consumers feel that the celebrities they follow or know have given them appropriate influence and recommendations in making skincare purchases.

The results of the fit model test of this study are presented in Table 3; it can be seen that there are eight criteria for the fit model used to test the suitability of the model. The processing results for the fit model test can be seen in the table. Based on the information in the table, of the eight criteria for testing the Fit model, five criteria produce the conclusion of the Fit Model: RMSEA, IFI, TLI, CFI, and CMIN/DF. One criterion produces a Marginal conclusion, namely NFI. In contrast, the other two criteria produce a Poor Fit conclusion, namely the p-value of Chi-Square and GFI, because it has not met the predetermined fit requirements. More details can be seen in Table 3.

Table 3 Model Fit Testing Indicators

Criteria of Measurement	Measurement	Fit Model Results	Result Processed	Decision
Absolute fit measures	*Chi-square*	low Chi Square	950,247	
	p-value Chi-Square	≥ 0.05	0,000	Poor Fit
	GFI	≥ 0.90	0,772	Poor Fit
	RMSEA	≤ 0.10	0,084	Model fit
	NFI	≥ 0.90	0,872	Marginal fit
	IFI	≥ 0.90	0,921	Model fit
	TLI	≥ 0.90	0,912	Model fit
	CFI	≥ 0.90	0,920	Model fit
Parsimonius fit meassure	CMIN/DF	Between 1 to 5	2,418	Model fit

Source : data processed with AMOS 23

The results of processing for testing theoretical hypotheses can be seen in Table 4. Information from the table shows that Celebrity Influencer's Credibility Does Not Have a Positive Effect on Attitude (H1), Celebrity Influencer's AttractivenessHas a Positive Effect on Attitude (H2), Online Customer Reviews Have No Positive Effect on Attitude (H3), Perceived Expertise Has a Positive Effect on Attitude (H4), Attitude has a Positive Effect on Purchase Intention (H5), and Purchase Intention Has a Positive Effect on Purchase Behavior (H6).

Table 4 Testing of Theoretical Hypotheses

	Hypothesis	Estimate	C.R.	P	Conclusion
H1	*Celebrity Influencer's Credibility* Has a Positive Effect on *Attitude*	-0,025	-0,238	0.406	Hypothesis not supported
H2	*Celebrity Influencer's Attractiveness* Has a Positive Effect on *Attitude*	0,236	2,830	0.002	Supported hypothesis
H3	*Online Customer Reviews* Have a Positive Effect on *Attitude*	0,082	1,110	0.133	Hypothesis not supported
H4	*Perceived Expertise* Has a Positive Effect on *Attitude*	0,610	6,513	0.000	Hypothesis Supported
H5	*Attitude* Has a Positive Effect on *Purchase Intention*	0,790	10,634	0.000	Hypothesis Supported

Hypothesis	Estimate	C.R.	P	Conclusion
H6 *Purchase Intention* Has a Positive Effect on *Purchase Behavior*	0,876	17,728	0.000	Hypothesis Supported

Source : data processed with AMOS 23

D.2. Discussion

The results of the first hypothesis test in this study show that celebrity influencers' credibility does nhas innegativeconsumer attitudes towards skincare products, despite their excellent credibility, extensive knowledge of the product, and experience in using it. These findings contradict previous studies that showed a strong influence, which may be due to differences in the characteristics of the samples used. This is in line with the argument regarding the suitability between celebrities' characteristics and the promoted products. External factors such as the audience's proximity to the influencer can also affect results. Thus, although previous theory and research have shown a positive relationship, these findings indicate that the impact of celebrity influencer credibility on consumer attitudes is more complex and influenced by other variables that have not yet been identified, such as the dynamics of the relationship between influencers and audiences in different cultural contexts [41] and [42].

The second hypothesis in this study states that the attractiveness of celebrity influencers has a positive impact on consumer attitudes, where the more attractive a celebrity is, the more positive the consumer's attitude towards him, increasing consumer confidence and satisfaction. According to the Attractiveness-Impact Model, the physical attractiveness of celebrities affects the audience's reception of the message they convey and reinforces the audience's emotional connection with the promoted product. Research supports the idea that celebrities who are perceived as attractive are more effective in advertising because audiences tend to pay more attention to their messages. Parasocial interaction theory also explains that the audience feels connected to an attractive influencer, reinforcing their positive attitude towards the product. This research is in line with previous studies, such as those showing that celebrity attraction can shape positive consumer attitudes, as well as findings by those stating that celebrity attraction has a significant effect on consumer interest, preference, and purchase intention, showing that celebrities with high attractiveness can attract attention and increase consumer attitudes towards the products they promote. [43], [44], [45],[46] and [47]

The third hypothesis tested in this study showed that online customer reviews did not positively influence consumer attitudes. However, good reviews can increase consumer knowledge about skincare products. While online customer reviews can motivate purchase intent decisions, they cannot boost consumer confidence or satisfaction. Based on the Electronic Word-of-Mouth (eWOM) theory, online reviews are supposed to influence attitudes and purchasing decisions in the hope that positive reviews create better attitudes. The study suggests that social and emotional interaction elements in reviews can increase their influence. Still, the results of this study do not show a significant impact between online reviews and consumer attitudes. These findings are consistent with previous research that shows that consumers tend to ignore reviews that don't align with their views and that audiences may have

had a strong perception of a particular brand, so online reviews have no effect. Research also shows that factors such as quality, authenticity, and relevance of reviews play a role in influencing the impact on consumer attitudes, which may need to be fully controlled in this study. [48], [7] and [49]

The fourth hypothesis in this study tests that perceived expertise positively influences consumer attitudes, where the more expert a celebrity influencer is in the field of skincare, the more confident the consumer's attitude is. References given by celebrity influencers about skincare products also contribute to consumer satisfaction. Based on the Source Credibility Model theory, the audience's perceived expertise towards the source of information can affect their attitude, with the audience tending to have a positive attitude toward messages from sources that are perceived to have in-depth knowledge. Research by Hinders shows that audiences trust more information from influencers who are considered experts, increasing their positive attitude towards the product. Research also found that a celebrity's perceived expertise significantly impacts audience attitudes while consumers' positive attitudes increase when they feel the influencer has relevant expertise. Lastly, research confirms that audiences are more likely to consider and influence purchasing decisions when influencers have expertise matching the promoted product category.[50], [15], [13], [14],[34] and [35]

The fifth hypothesis in this study states that consumer attitudes positively impact purchase intention; namely, the better the consumer attitude, the higher their intention to buy their favorite skincare products. The Theory of Reasoned Action (TRA) explains that a positive attitude toward a product will increase the tendency of consumers to intend to buy the product because the attitude reflects consumer evaluation. Research confirms that a positive attitude is the main link between product evaluation and purchase intent. In addition, the theory of planned behavior and research shows that consumer attitudes are significant predictors of purchase intent and emphasize the impact of positive attitudes on brands. Recent research has found that positive attitudes, especially those based on emotional bonding, increase purchase intentions, and studies show that positive experiences and social influences also influence impulsive purchase intentions. [23], [17], [22], [18], [51] and [44]

The sixth hypothesis in this study states that purchase intention positively influences purchase behavior, which means that the higher the intention to buy skincare products, the higher the consumer's behavior in making the purchase. This aligns with the Planned Behavior Theory, which states that attitudes, subjective norms, and perceived behavioral control influence intentions. Research also shows that trust and perceived benefits can increase purchase intentions, encouraging buying behavior. Instead, research identifies perceived risks, such as privacy concerns in online shopping, as a negative influence on purchase intent, discouraging consumers from completing purchases and influencing their overall behavior.[22], [19] and [20].

E. CONCLUSION

Based on the findings of research that has been carried out, which aims to analyze the influence of celebrity influencers' credibility, celebrity influencers' attractiveness, online customer reviews, and perceived expertise on attitude, Then Attitude Affects Purchase

Intention, and Purchase Intention Affects Purchase Behavior so that The following conclusions can be drawn.

This research shows that influencer appeal and expertise strongly and positively impact consumer attitudes. Celebrity Influencers' attractiveness can evoke a positive attitude about product quality, while expertise in reviewing skincare products convinces consumers to try them. This shows that the aesthetic factor and in-depth knowledge of influencers effectively create a positive attitude and build a product image. In addition, a positive attitude towards the product is essential in increasing purchase intentions, which leads to actual purchase actions. When consumers have a good attitude towards a product, they are more likely to have a solid intention to buy, which is ultimately reflected in the purchase decision. These results underscore the importance of choosing visually appealing influencers with in-depth knowledge of the product to influence consumer attitudes and purchase intentions, which positively impacts their buying behavior.

This study found that not all factors related to celebrity influencers significantly affect consumer attitudes in buying skincare products. The credibility of Celebrity Influencers and Online Customer Reviews shows little influence on consumer attitudes. An influencer's credibility may need to be more robust to build emotional attachment or deep trust, especially for a highly personal product like skincare. Similarly, online customer reviews, while they can increase awareness and information, have yet to be able to directly influence attitudes compared to the visual appeal and expertise of influencers.

Based on the results of the research that has been conducted, the managerial implications that can be used as input for Skincare companies in developing marketing strategies to achieve Purchase Behavior through celebrity influencers are as follows:

1. Influencer credibility is very important in influencing consumer attitudes towards products. However, if the honesty of the influencer has not been fully felt by the audience, the company needs to be more selective in choosing influencers who can build authentic relationships with their followers. This can be done by increasing transparency in communication and choosing influencers who have a good reputation and are trustworthy. Thus, consumers will feel more confident and positive about the recommended products.
2. The physical attractiveness of influencers, although still influential, is not as strong as other factors such as their credibility or expertise in influencing consumer decisions. Therefore, companies need to consider other aspects such as the match between brand values and influencer personality, as well as the influencer's ability to convey brand messages in a more profound and meaningful way. Focus not only on physical appearance, but also on their ability to explain product benefits comprehensively.
3. Although online reviews are an important reference for consumers in making purchasing decisions, the adoption of more in-depth and authentic reviews needs to be increased. Companies can be more proactive in encouraging consumers to provide more detailed and informative reviews. In addition, managing negative reviews quickly and professionally is also very important to maintain the product's reputation, so that consumers are more confident and interested in following the recommendations given.

4. The expertise of influencers plays an important role in shaping consumer attitudes towards products. If the perception of influencer expertise is still limited, companies can collaborate with influencers who have more in-depth knowledge of the product, such as benefits, ingredients used, and how to use it. This will give consumers more trust, which in turn can increase their positive attitudes and purchase intentions towards the product.
5. Consumer attitudes towards products are greatly influenced by the satisfaction promised by the brand. Therefore, companies must ensure that the products offered have consistent quality and can meet consumer expectations. Improving user experience through better product quality and satisfactory after-sales service will strengthen positive attitudes towards the brand and increase consumer trust.
6. Although consumers show purchase intention after seeing influencer recommendations, companies need to increase consumer desire to buy. This can be done by offering relevant promotions, creating a sense of urgency through limited offers or exclusive bonuses, and clarifying product benefits that can address consumer needs or problems. This increase in purchase intention can also be strengthened by providing more in-depth information about the advantages of the product recommended by the influencer.
7. Frequent product purchases by consumers who are influenced by influencers need to be further encouraged with effective retention strategies. Companies should focus on loyalty programs or provide incentives to consumers who frequently buy, such as special discounts or gifts for loyal customers. In this way, companies can encourage consumers to continue buying products in the long term and change purchase intentions into more consistent purchasing behavior. Overall, companies need to adjust their marketing strategies

This study has several limitations, including only involving the variables of Celebrity Influencer's Credibility, Celebrity Influencer's Attractiveness, Online Customer Review, Perceived Expertise, Attitude, and Purchase Intention on Purchase Behavior, and the majority of respondents are women (90.7%) compared to men (9.3%). For future studies, adding other variables that affect purchase behavior beyond the existing variables is suggested, and a more significant number of male respondents should be involved to get a more balanced perspective.

Reference

[1] H. L. Duong, M. T. Tran, T. K. O. Vo, and T. K. C. Tran, "Social media and privacy concerns: exploring university student's privacy concerns in TikTok platform in Vietnam," Journal of Information, Communication and Ethics in Society, 2024, doi: 10.1108/JICES-04-2024-0045.

[2] A. D. Mustika, H. Putri, V. Komala Sari, and L. Hakim Apriansyah, "Case Analysis: The Use of Digital Marketing of PM Collection Pku Stores Through Tiktok and Instagram Applications," 2023.

[3] T. Cooper, C. Stavros, and A. R. Dobele, "The impact of social media evolution on practitioner-stakeholder relationships in brand management," Journal of Product and Brand Management, vol. 32, no. 8, pp. 1173–1190, Nov. 2023, doi: 10.1108/JPBM-09-2022-4138.

[4] S. Khan, A. Rashid, R. Rasheed, and N. A. Amirah, "Designing a knowledge-based system (KBS) to study consumer purchase intention: the impact of digital influencers in Pakistan," Kybernetes, vol. 52, no. 5, pp. 1720–1744, May 2023, change: 10.1108/K-06-2021-0497.

[5] D. Belanche, L. V. Casaló, M. Flavián, and S. Ibáñez-Sánchez, "Building influencers' credibility on Instagram: Effects on followers' attitudes and behavioral responses toward the influencer," Journal of Retailing and Consumer Services, vol. 61, Jul. 2021, doi: 10.1016/j.jretconser.2021.102585.

[6] G. Brooks, J. Drenten, and M. J. Piskorski, "Influencer Celebrification: How Social Media Influencers Acquire Celebrity Capital," J Advert, vol. 50, no. 5, pp. 528–547, 2021, doi: 10.1080/00913367.2021.1977737.

[7] T. Macheka, E. S. Quaye, and N. Ligaraba, "The effect of online customer reviews and celebrity endorsement on young female consumers' purchase intentions," Young Consumers, vol. 25, no. 4, pp. 462–482, Jun. 2024, doi: 10.1108/YC-05-2023-1749.

[8] R. P. Singh and N. Banerjee, "Exploring the influence of celebrity credibility on brand attitude, advertisement attitude and purchase intention," Global Business Review, vol. 19, no. 6, pp. 1622–1639, Dec. 2018, doi: 10.1177/0972150918794974.

[9] C. Sartwell, "Six Names of Beauty," Routledge, 2020.

[10] S. Boateng, "Electronic Word of Mouth (eWOM) and Makeup Purchase Intention Among Gen-Z Females: The Serial Mediating Effect of Brand Image and Brand Integrity," International Journal of Customer Relationship Marketing and Management, 2021.

[11] M. Moloi, E. Quaye, and Y. Saini, "Evaluating key antecedents and consequences of the perceived helpfulness of online consumer reviews: A South African study," Electron Commer Res Appl, 2022.

[12] U. I. Siddiqi and N. Akhtar, "Effects of conflicting hotel reviews shared by novice and expert traveler on attitude ambivalence: the moderating role of quality of managers' responses," Journal of Hospitality Marketing and Management, vol. 30, no. 2, pp. 178–200, 2021, doi: 10.1080/19368623.2020.1778595.

[13] A. Iqbal, U. Aleem, S. Quratuailain, and M. Sufyan, "Investigating the Influence of Trust, Attractiveness, Perceived Expertise, and Perceived Credibility on Attitude Toward the Influencer: The Mediating Role of Attitude Toward the Influencer and Moderating Role and Perceived Risks," 2023. [Online]. Available: www.kbj.kasbit.edu.pk

[14] V. Rizal Putri, H. Rahim, M. S. Abdul Rasool, N. B. Zakaria, and H. Muhd Irpan, "TRUSTWORTHINESS, EXPERTISE AND LIKEABILITY TOWARDS HALAL PURCHASING BEHAVIOUR: DOES ATTITUDE MATTER?," Journal of Nusantara Studies (JONUS), vol. 8, no. 3, pp. 26–42, Sep. 2023, doi: 10.24200/jonus.vol8iss3pp26-42.

[15] A. P. Schouten, L. Janssen, and M. Verspaget, "Celebrity vs. Influencer endorsements in advertising: the role of identification, credibility, and Product-Endorser fit," 2023.

[16] L. Sintia, Y. M. Siagian, and K. Kurniawati, "The Determinants of Purchase Intention in Social Commerce," Journal of Business Management, vol. 14, no. 1, pp. 214–237, May 2023, period: 10.18196/mb.v14i1.15754.

[17] Z. Zaremohzzabieh, N. Ismail, S. Ahrari, and A. Abu Samah, "The effects of consumer attitude on green purchase intention: A meta-analytic path analysis," J Bus Res, vol. 132, pp. 732–743, Aug. 2021, doi: 10.1016/j.jbusres.2020.10.053.

[18] W. Zhuang, X. Luo, and M. U. Riaz, "On the Factors Influencing Green Purchase Intention: A Meta-Analysis Approach," Front Psychol, vol. 12, Apr. 2021, doi: 10.3389/fpsyg.2021.644020.

[19] S. Ferreira and O. Pereira, "Antecedents of Consumers' Intention and Behavior to Purchase Organic Food in the Portuguese Context," Sustainability (Switzerland), vol. 15, no. 12, Jun. 2023, doi: 10.3390/su15129670.

[20] P. Kamalanon, J. S. Chen, and T. T. Y. Le, "'Why do We Buy Green Products?' An Extended Theory of the Planned Behavior Model for Green Product Purchase Behavior," Sustainability

(Switzerland), vol. 14, no. 2, Jan. 2022, doi: 10.3390/su14020689.

[21] Z. G. Zinoubi, "Motives of Green Consumption: The Moderating Roles of Perceived Consumer Effectiveness and Price Sensitivity," Archives of Business Research, vol. 8, no. 1, pp. 261–277, Feb. 2020, doi: 10.14738/abr.81.7429.

[22] I. Ajzen, The Theory of Planned Behavior. Organizational Behavior and Human Decision Processes, vol. 179–211. 1991.

[23] M. Fishbein and I. Ajzen, Belief, attitude, intention and behaviour: An introduction to theory and research , vol. 27. Addison-Wesley., 1975.

[24] L. M. Hassan, E. Shiu, and S. Parry, "Addressing the cross-country applicability of the theory of planned behaviour (TPB): A structured review of multi-country TPB studies," Journal of Consumer Behaviour, vol. 15, no. 1, pp. 72–86, Jan. 2016, doi: 10.1002/cb.1536.

[25] Y. Sun and H. Angelina, "THE EFFECT OF BEHAVIOR, TRUST, AND LITERACY ABOUT PEER TO PEER LENDING ON FINANCIAL INCLUSION IN THE JAKARTA COMMUNITY," Journal of Applied Finance & Accounting, vol. 9, no. 1, Jun. 2022, doi: 10.21512/jafa.v9i1.8340.\

[26] F. Thoma, E. Koidou, C. Dolopikou, B. Vassilis, C. Giaginis, and S. Papadopoulou, "Association of Competitive Adolescent Athletes from Lean and Non-Lean Sports Physical, Social and Psychological Characteristics with Adherence to Mediterranean Diet," Sports, vol. 12, no. 10, p. 267, Sep. 2024, doi: 10.3390/sports12100267.

[27] N. Ramadhan, Nurdayadi, and Alfiandri, "Environmental Knowledge, Awareness, Attitude Toward Purchase Intention, Mediated by Infrastructure Readiness & Price Affordability of Electric Vehicle (EV): Case in Indonesia," Journal of Business Administration, vol. 13, no. 2, pp. 1–14, 2024, doi: 10.14710/jab.v13i2.62216.

[28] T. Entina, I. Karabulatova, A. Kormishova, M. Ekaterinovskaya, and M. Troyanskaya, "Tourism industry management in the global transformation: Meeting the needs of generation z," Polish Journal of Management Studies, vol. 23, no. 2, pp. 130–148, 2021, doi: 10.17512/pjms.2021.23.2.08.

[29] V. Sesar, I. Martinčević, and M. Boguszewicz-Kreft, "Relationship between Advertising Disclosure, Influencer Credibility and Purchase Intention," Journal of Risk and Financial Management, vol. 15, no. 7, Jul. 2022, doi: 10.3390/jrfm15070276.

[30] K. Hung, "Celebrity, Influencer, and Brand Endorsement: Processes and Effects," Oxford Research Encyclopedia of Communication, no. December, 2021, doi: 10.1093/acrefore/9780190228613.013.1106.

[31] S. Gupta, H. Chen, B. T. Hazen, S. Kaur, and E. D. R. Santibañez Gonzalez, "Circular economy and big data analytics: A stakeholder perspective," Technol Forecast Soc Change, vol. 144, pp. 466–474, Jul. 2019, doi: 10.1016/j.techfore.2018.06.030.

[32] S. ur Rahman, B. Nguyen-Viet, Y. T. H. Nguyen, and S. Kamran, "Promoting fintech: driving developing country consumers' mobile wallet use through gamification and trust," International Journal of Bank Marketing, vol. 42, no. 5, pp. 841–869, Jul. 2024, doi: 10.1108/IJBM-01-2023-0033.

[33] Y. Ahn and J. Lee, "The Impact of Online Reviews on Consumers' Purchase Intentions: Examining the Social Influence of Online Reviews, Group Similarity, and Self-Construal," Journal of Theoretical and Applied Electronic Commerce Research , vol. 19, no. 2, pp. 1060–1078, Jun. 2024, doi: 10.3390/jtaer19020055.

[34] J. Zhang, W. Zheng, and S. Wang, "The study of the effect of online review on purchase behavior: Comparing the two research methods," International Journal of Crowd Science, vol. 4, no. 1, pp. 73–86, Mar. 2020, doi: 10.1108/IJCS-10-2019-0027.

[35] Y. Chen, M. Tingchi Liu, Y. Liu, A. W. yu Chang, and J. Yen, "The influence of trust and relationship commitment to vloggers on viewers' purchase intention," Asia Pacific Journal of Marketing and Logistics, vol. 34, no. 2, pp. 249–267, Feb. 2022, doi: 10.1108/APJML-08-2020-0626.

[36] J. Tumaku, J. Ren, K. G. Boakye, K. S. Ofori, and A. Abubakari, "Interplay between perceived value, trust and continuance intention: evidence in the sharing economy," International Journal of Quality and Service Sciences, 2023, doi: 10.1108/IJQSS-05-2022-0048.

[37] L. Nasrolahi Vosta and M. R. Jalilvand, "Electronic trust-building for hotel websites: a social exchange theory perspective," Journal of Islamic Marketing, vol. 14, no. 11, pp. 2689–2714, 2023, doi: 10.1108/JIMA-05-2022-0119.

[38] S. Famiyeh, D. Asante-Darko, and A. Kwarteng, "Service quality, customer satisfaction, and loyalty in the banking sector: The moderating role of organizational culture," International Journal of Quality and Reliability Management, vol. 35, no. 8, pp. 1546–1567, Sep. 2018, doi: 10.1108/IJQRM-01-2017-0008.

[39] J. F. Hair, W. C. Black, B. J. Babin, and R. E. Anderson, Multivariate Data Analysis Eight. 2019.

[40] U. Sekaran and R. Bougie, Research Methods for Business: a Skill-Building Approach, 7th Edition. United Kingdom: John Wiley & Sons Ltd, 2016. [Online]. Available: www.wileypluslearningspace.com

[41] K. Kapoor, A. Aggarwal, and S. Singh, "Impact of celebrity endorsements on consumer behavior: A case study of the Indian fashion industry. International Journal of Consumer Studies," 2020.

[42] A. Ehrenberg, M. Uncles, and G. Goodhardt, "Understanding brand performance in competitive markets: Marketing science, theory and practice. ," International Journal of Market Research, vol. 395-417., 2022.

[43] W. J. McGuire, Attitudes and attitude change. New York: Random House., 1985.

[44] J. E. Lee, S. J. Lee, and H. W. Kim, "The effect of celebrity endorsement on consumer attention and attitude: A case study in South Korea.," . Journal of Marketing Theory and Practice, 2020.

[45] J. Cohen, "Parasocial interaction and its impact on consumer behavior," Journal of Social Media Studies, 2021.

[46] L. R. Kahle and P. M. Homer, "Physical attractiveness of the celebrity endorser: A social adaptation perspective," Journal of Consumer Research, 1985.

[47] K. Kapoor, A. Aggarwal, and S. Singh, "Influencer marketing: The role of attractiveness in consumer engagement and brand trust," Int J Advert, 2021.

[48] C. M. K. Cheung, M. K. O. Lee, and N. Rabjohn, "The impact of electronic word-of-mouth: The adoption of online opinions in online consumer communities," Internet Research, 2008.

[49] H. Li, P. Zhang, and X. Xie, "The effect of eWOM on consumer decision making: Evidence from online reviews in the retail industry," J Bus Res, 2023.

[50] C. I. Hovland, I. L. Janis, and H. H. Kelley, "Communication and persuasion: Psychological studies of opinion change," 1953.

[51] M. Kim, J. Park, and H. Lee, "How perceived expertise influences consumer attitudes towards influencers," J Advert, 2022.