The Role of Purchase Intention in Mediating Celebrity Endorser, Ewom, and Brand Image on Purchase Decision

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Abstract

In the globalization era, increasing product competition compels producers to prioritize consumer needs. Wardah emerges as a cosmetic brand that addresses these demands through its commitment to quality and adherence to halal standards. This study aims to explore the role of Purchase Intention as a mediating variable in the relationship between Celebrity Endorser, Ewom, and Brand Image on Purchase Decision. Employing a quantitative approach with an explanatory research design, the study targeted Wardah cosmetic consumers residing in Bandar Lampung. A purposive sampling technique was applied, involving 100 respondents using a Likert-scale questionnaire. Data analysis was conducted through SEM using SmartPLS 4.0 software. The findings reveal that brand image significantly influences purchase intention, while purchase intention fully mediates its impact on purchase decisions. Conversely, celebrity endorsers and ewom do not significantly affect purchase intention. These results underscore the critical role of enhancing brand image to boost consumer purchasing intentions and decisions. Accordingly, it is recommended that Wardah optimize the use of suitable celebrity endorsers and leverage interactive platforms such as TikTok to reinforce its brand image and drive purchase decisions. Future researchers are encouraged to broaden the scope of variables and incorporate comparative analyses to enrich and extend the applicability of the study's findings.

Keywords: Celebrity Endorser, Ewom, Brand Image, Purchase Intention, Purchase Decision.

Introduction

In era of globalization, the cosmetic industry continues to grow with innovations that answer consumer needs. Women are now more selective in choosing products that provide maximum satisfaction, along with increasing awareness of the importance of appearance and self-care. Data from Ministry for Economic Affairs (2024) shows that the Indonesian cosmetics industry grew by 21.9%, from 913 companies in 2022 to 1,010 in mid-2023, indicating a large

market potential. One of the local cosmetic brands that is very well known in Indonesia is Wardah. Wardah is a halal-labeled cosmetic brand originating from Indonesia, has succeeded in attracting the attention of consumers with its commitment to quality and compliance with halal standards.

Figure 1.1 Best Selling Local Makeup Brand Survey Results

Source: Compas.co.id (2022)

Survey conducted by the Internal Compas Team using the online crawling method in the second quarter of 2022 regarding the best-selling local makeup brands that have quite high total sales, Wardah cosmetic products are in first place. Wardah is a local Indonesian brand that has long been known by the Indonesian people and is the champion with the best-selling total sales with a 7.65% market share. Wardah is a consumer-oriented cosmetics industry company. By understanding and meeting consumer needs and preferences in depth, business actors can create more attractive offers that have the potential to increase consumer purchasing interest. As a result, this influence can strengthen consumer purchasing interest and ultimately encourage them to make purchasing decisions. Purchase intention or purchasing interest is a psychological force that exists within an individual, which has an impact on taking action (Schiffman and Kanuk, 2007).

*Purchase decision*is a consumer's action buy a product that arises from an internal drive to fulfill his/her personal needs (Ningsih and Muzdalifah, 2024). The driving force that can increase consumer purchasing decisions is precisely the product marketing strategy that targets the market by using celebrity endorsers as the right product delivery media. The use of celebrity endorsers in marketing strategies has become a very popular method among cosmetic companies. Celebrity endorsers can show their support through testimonies, encouragement, and personal reinforcement to consumers, or by acting as actors or actresses in advertisements, and acting as speakers representing the company (Anas and Sudarwanto, 2020). Some of the celebrity endorsers for Wardah cosmetic products are Tasya Farasya, Zaskia Sungkar, Dewi Sandra, Amanda Rawles, and many more.

In addition to celebrity endorsers, eWOM also plays an important role in consumer decision making. Product recommendations can influence potential buyers as well as user experiences shared on the internet (Cahyani and Mubarok, 2024). Electronic word of mouth

can contain positive statements that can be influenced by a product's brand image. This study aims to analyze the role of purchase intention as a mediator in the relationship between celebrity endorsers, eWOM and brand image on purchasing decisions. Based on the background written above, the researcher is interested in conducting and developing a study entitled "The Role of Purchase Intention as a Mediator of the Influence of Celebrity Endorser EWOM and Brand Image on Purchase".

Literature Review

Marketing

To create marketing plans that can benefit the organization, businesspeople need to have a deeper understanding of marketing. By developing, promoting, and trading goods that are valuable to others, marketing is a managerial activity that enables people or organizations to acquire what they require or desire (Ariyanto, 2023). According to the AMA, marketing is an activity and a set of organizations and procedures designed to develop, present, and exchange offerings that benefit partners, consumers, clients, and society at large According to the views of these professionals, marketing can be understood as the process of creating a successful strategy that benefits the business and a managerial procedure that seeks to satisfy customer needs and desires by producing and exchanging valuable goods in order to guarantee marketing success and attain the best possible outcomes.

Consumer Behavior

For the success of a business, it is important to pay attention to the mindset and behavior of consumers which will later support a mutually beneficial relationship between the company and consumers. Consumer behavior does not only include how someone buys a product, but also involves customer service, activities, experiences, and ideas (Wicaksana et al., 2022). Consumer behavior is a study of how individuals or groups choose, buy, use goods or services according to their needs and desires (Kotler and Keller, 2016). It can be interpreted that consumer behavior is an activity or activity that involves consumers in searching, buying, using, and post-use evaluation to fulfill their desires or needs.

Celebrity Endorser

Currently, the most common marketing strategy is to utilize celebrities to attract consumer attention and buying interest (Ningsih and Muzdalifah, 2024). The use of celebrities greatly influences the marketing process of a product or service. Anas & Sudarwanto (2020) stated that celebrity endorsers are one of the effective methods for conveying information about a product. Based on the opinions of experts, it can be said that the use of celebrity endorsers in marketing can have a strong impact on brand image and consumer buying interest, making the strategy of using celebrity endorsers a very effective strategy in today's marketing industry. According to Putri & Nasution (2021), celebrity endorsers can build a positive image so that they can convey advertising messages effectively and create a strong brand image in the eyes of consumers.

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eWOM

Electronic word of mouth (eWOM) is an experience shared by consumers after purchasing a product. Consumers voluntarily disseminate information and their experiences about the product through the social media platforms they use (Candraningtyas and Rachman, 2024). According to Rahmah and Supriyono (2022), ewom is a fast way to disseminate information about a product or service based on the experiences of other customers who have used or purchased the product. Based on the opinions of experts, it can be interpreted that eWOM can influence consumer purchasing intentions and purchasing decisions for a product through someone who has used the product by disseminating recommendations and experiences of using the product online, the information provided contains positive or negative comments on a product.

Brand Image

Is a view formed in people's minds about a product or service that they have known and used. In this case, consumers will remember the advantages and disadvantages of the goods they have consumed (Miati, 2020). Brand Image can influence someone in purchasing a product. A consumer often considers their preferences in choosing a product based on the brand or company image (Hayati and Sudarwanto, 2024). The consistency and harmony of brand image are very important because they affect how easily associations and reactions are remembered and how easily new associations and reactions can be linked to the brand in memory (Kotler and Keller, 2016). It can be interpreted that brand image plays an important role in purchasing decisions. A brand image that is difficult to imitate and positive will increase the value of the product and make the product more attractive to consumers.

Purchase Intention

Purchase intention can be understood as the beginning of the emergence of a consumer's desire or intention to buy a product (Siregar and Saktiana, 2024). Purchase intention is a driving factor for individuals to realize their desire to buy a product or service. For companies, understanding the level of purchase intention is very important to know how much consumers want to buy the products or services offered (Chrysnaputra, 2020). Consumers' desire for a product makes consumers' purchasing decisions for the product even greater. Interest in an object will encourage someone to engage in various actions that bring them closer to the object. Purchase intention can be understood as the beginning of the emergence of a consumer's desire or intention to buy a product (Siregar and Saktiana, 2024).

Purchase Decision

Purchasing decisions are decisions taken by a consumer to buy the desired goods after choosing from two or more alternatives (Christiana and Lubis, 2023). According to Damayanti el al. (2022) the decision-making process in which a person assesses the various options available for a product from the many choices available. The product that has been selected after going through the alternative selection process is a product that according to the consumer has fulfilled their desires. Based on the opinions of these experts, it can be interpreted that purchasing decisions are the process by which consumers choose the product that they think is

the best from various alternative options to meet their needs or desires. The decision-making process involves searching for information, searching for alternatives until the consumer decides what product to buy.

According to Kotler & Keller (2016), there are five stages in the consumer purchasing decision process or what is commonly called The Five-Stage Model which consists of :

Figure 2.1 Purchasing Decision Process: *The Five-Stage Model*

Source: Kotler & Keller (2016)

Research Method

This kind of study employs a quantitative methodology, particularly when employing explanatory research. The purpose of explanatory research is to test hypotheses in order to explain the link between many variables. Participants in this study This person resides in Bandar Lampung and uses Wardah cosmetics. Purposive sampling, a non-probability sampling methodology, was employed in this investigation. The responder population in this study is relatively large because it is not restricted to a specific number. According to the computation results, there were 96.04 samples in this investigation, rounded to the nearest hundred respondents. This study's data analysis method is Patrial Least Square (PLS) analysis, a component of SEM, which may be assessed by hypothesis testing, a measurement model (outer model), and a structural model (inner model) (Musyaffi et al., 2022). SmartPLS version 4.0 is used as software that analyzes the data results in this study.
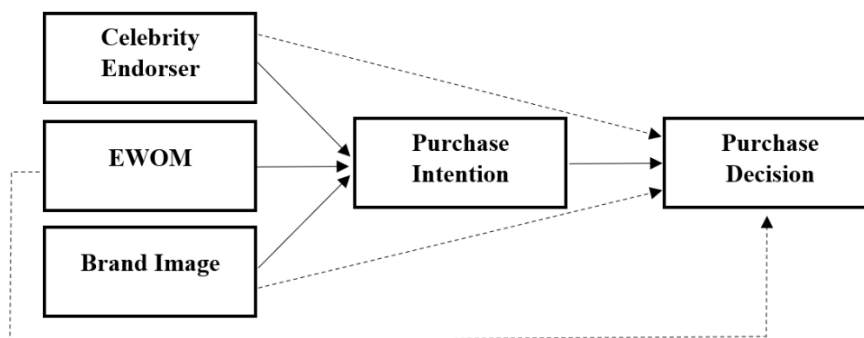

Figure 2.2 Theoretical Framework

Source: Processed Data (2024)

Information:

⟶ : Directly

┄┄┄► : Indirectly (through mediation)

Result

The data analysis strategy employed in this study was the SEM, which is based on the PLS. PLS based on SmartPLS software version 4.0 was used in this investigation. In order to determine the outcomes of testing the hypotheses in this study, the PLS technique is split into two stages: the first involves assessing the outer model, or measurement model, on the question items in relation to its variables, and the second involves assessing the inner model, or structural model. The exterior model design used in this study is as follows.
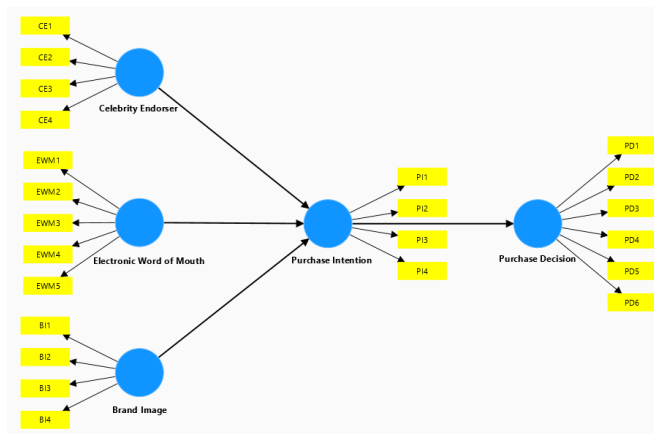

Figure 4.1 Design*Outer Model*

Source: SmartPLS Processed Data (2025)

A. Outer Model Test (Measurement Model Evaluation)

1. Convergent Validity

Convergent validity aims to determine whether the relationship between question items and their variables is valid or not. The indicator value in the outer loadings will be declared valid if the value of each indicator is more than 0.7, if the indicator value is less than that value, the indicator will be eliminated (Hair et al., 2022).

a. Loading Factor

The following is an explanation of the initial values of the outer loadings displayed in the image of the variables and research items.
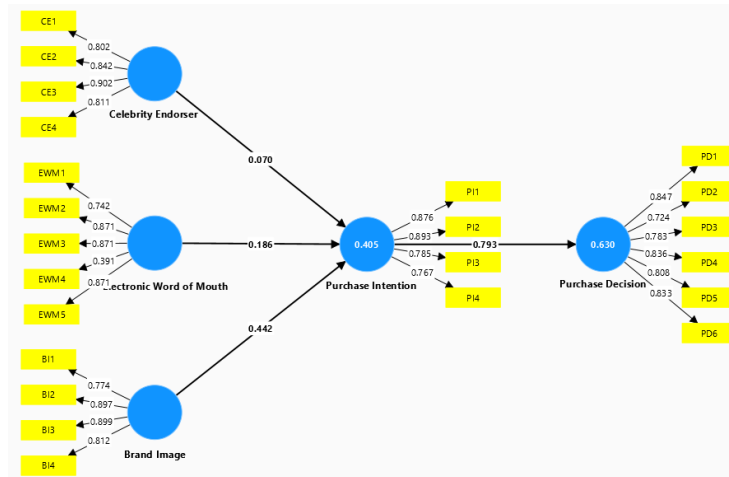
Figure 4.2Loading Factor Model

Source: SmartPLS Processed Data (2025)

It shows that the first data on the electronic word of mouth variable has 1 invalid item with a value of 0.391, which means that the value does not comply with the provisions above 0.7. The celebrity endorser, brand image, purchase intention and purchase decision variables do not have invalid items, all items are valid with values above 0.7. Loading factor values that have values less than 0.7 must be eliminated from the model.
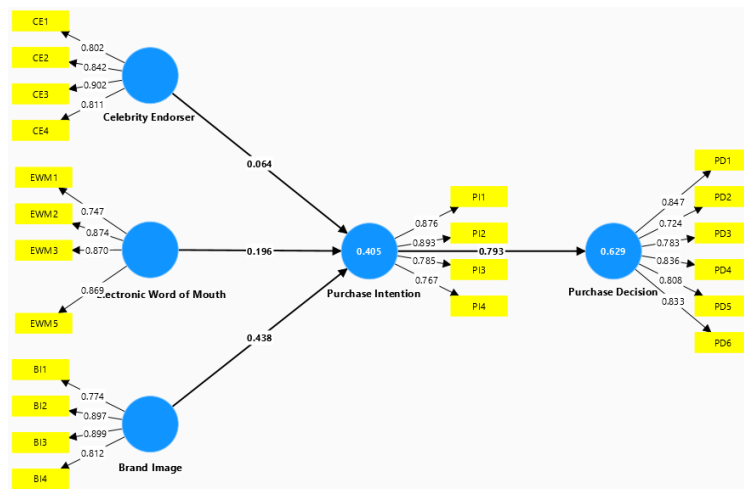

Figure 4.3Loading Factor Model (II)

Source: SmartPLS Processed Data (2025)

Figure 4.10 shows data containing the value of each indicator in this research variable. The data displays the value of items where invalid items have been eliminated. The data listed is explained again in Table 4.8 below.

b. Average Variance Extracted(AVE)

Table 4.1 Mark *AVE*

	Average Variance Extracted(AVE)
Brand Image	0.718
Celebrity Endorser	0.706
Electronic Word of Mouth	0.709
Purchase Decision	0.650
Purchase Intention	0.693

Source: SmartPLS Processed Data (2025)

Based on the data in Table 4.9 which contains information about the AVE value, it shows that the value of each construct is in accordance with the specified requirements, namely having a value greater than 0.5. This statement explains that the AVE value can be said to be valid and acceptable.

2. Discriminant Validity

Discriminant validity testing, the next examination is to carry out cross loading to determine the correlation coefficient of the indicator against its association construct with the correlation coefficient of other constructs.

Table 4.2 Results*Cross Loading*

	Brand Image(X3)	*Celebrity Endorser*(X1)	*Electronic Word of Mouth* (X2)	*PurchaseDecision* (Y)	*PurchaseIntention* (Z)
BI1	0.774	0.571	0.661	0.467	0.497
BI2	0.897	0.556	0.514	0.575	0.565
BI3	0.899	0.512	0.493	0.545	0.532
BI4	0.812	0.570	0.630	0.449	0.470
CE1	0.449	0.802	0.641	0.429	0.353
CE2	0.480	0.842	0.613	0.404	0.330
CE3	0.590	0.902	0.702	0.537	0.496
CE4	0.627	0.811	0.649	0.515	0.462
EWM1	0.492	0.569	0.747	0.343	0.329
EWM2	0.559	0.674	0.874	0.450	0.378
EWM3	0.628	0.668	0.870	0.463	0.535
EWM5	0.567	0.699	0.869	0.566	0.518
PD1	0.555	0.523	0.441	0.847	0.705
PD2	0.292	0.359	0.281	0.724	0.573
PD3	0.393	0.276	0.266	0.783	0.567
PD4	0.619	0.552	0.524	0.836	0.721
PD5	0.544	0.524	0.598	0.808	0.633
PD6	0.472	0.484	0.526	0.833	0.617
PI1	0.592	0.420	0.521	0.610	0.876
PI2	0.619	0.450	0.539	0.639	0.893
PI3	0.382	0.404	0.408	0.679	0.785
PI4	0.426	0.392	0.320	0.718	0.767

Source: SmartPLS Processed Data (2025)

Given that each construct indicator's value is greater than the correlation of other construct indicators, it may be concluded that all constructs on the variable items already have good discriminant validity.

1. Reliability Test (Cronbach's Alpha and Composite Reliability)

After measuring the construct validity value, a reliability test will be carried out on the construct value which will be measured using Cronbach's Alpha testing and Composite Reliability testing to show good reliability.

Table 4.3 *Cronbach's Alpha and Composite Reliability*

	Cronbach's Alpha	*CompositeReliability(rho_a)*	*Composite Reliability (rho_c)*
Brand Image	0.867	0.874	0.910
Celebrity Endorser	0.862	0.883	0.906
Electronic Word of Mouth	0.864	0.894	0.906
Purchase Decision	0.892	0.898	0.918
Purchase Intention	0.850	0.854	0.900

Source: SmartPLS Processed Data (2025)

It shows that all tested values have met the requirements with a Composite Reliability value of more than 0.7 and an alpha value of more than 0.7. It can be concluded that the construct value has good reliability and can be accepted or can be said to be very reliable.

B. Inner Model Test (Structural Model Evaluation)

following the completion of the outer model testing and confirmation that every test concept satisfies the criteria for composite reliability, discriminant validity, and convergent validity. The next stage in the analysis involves evaluating the structural model through the assessment of the coefficient of determination (R^2), path coefficients, and predictive relevance (Q^2), which are elaborated as follows.

1. Coefficient of Determination (R2)

The Adjusted R Square provides a more accurate reflection of explanatory power than the standard R Square, as it accounts for the standard error. According to Musyaffi et al. (2022), an R Square value of 0.67 indicates a strong level of explanatory power, 0.33 represents a moderate level, and 0.19 reflects a weak level. The results of the R Square calculations for this study are presented below.

Table 4. 4R value*Square*

	R Square Adjusted	Information
Purchase Decision(Y)	0.626	Moderate
Purchase Intention(Z)	0.387	Moderate

Source: SmartPLS Processed Data (2025)

Since the Adjusted R Square value falls between 0.33 to 0.67, it is considered that brand image, electronic word-of-mouth, and celebrity endorsers have a moderate impact on purchase decisions.

2. Path Coefficients

The value of the path coefficients is in the range of 0 to 1, meaning that the influence of the relationship between variables can be said to be positive. While if the resulting value is in the range of 0 to -1, it means that the influence of the relationship between variables can be said to be negative.

Table 4.5 *Path Coefficients*

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
BI -> PI	0.438	0.445	0.114	3.836	0.000
CE -> PI	0.064	0.064	0.130	0.494	0.621
EWM -> PI	0.196	0.203	0.129	1,523	0.128
PI -> PD	0.793	0.798	0.038	21,001	0.000

Source: SmartPLS Processed Data (2025)

So it can be said that all relationships from one variable to another variable have a positive influence because they are in the value range of 0 to 1.

3. Predictive Relevance(Q2)

According to Musyaffi et al. (2022), a Q Square value below zero indicates a lack of predictive relevance. Conversely, a Q Square value greater than zero signifies a model with acceptable predictive capability. Based on the Q Square calculation presented earlier, the obtained Q^2 value is 0.483, which exceeds the zero threshold and therefore suggests that the model possesses strong predictive relevance.

C. Hypothesis Testing

After conducting the outer model and inner model testing in this study, the model in this study has met the requirements for hypothesis testing. This study uses Bootstrapping calculations consisting of direct influence testing and indirect influence testing.

1. If T-Statistics > 1.98 and P-Values < 0.05, H0 is rejected and Ha is accepted.

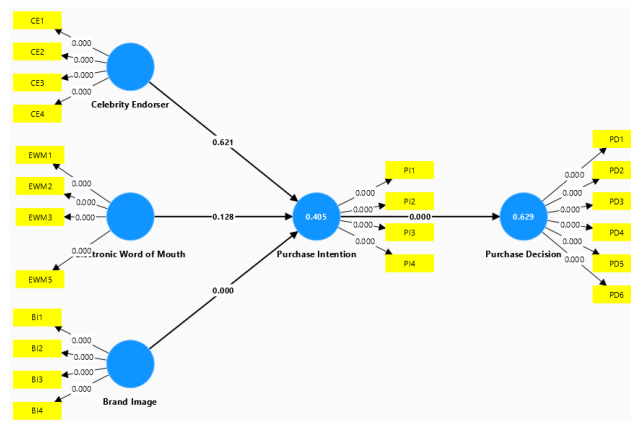2. If T-Statistics < 1.98 and P-Values > 0.05, H0 is accepted and Ha is rejected.

Figure 4.4Hypothesis Testing Results

Source: SmartPLS Processed Data (2025)

1. Direct Effect Hypothesis Test

In this research, the testing of direct effects was conducted to evaluate hypotheses 1 through 4. The analysis employed path coefficient values obtained via bootstrapping, with significance determined by a T-statistic exceeding 1.98 and a P-value below 0.05.

Table 4.6 Direct Effect Hypothesis Test

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Brand Image -> Purchase Intention	0.438	0.445	0.114	3.836	0.000
Celebrity Endorser ->Purchase Intention	0.064	0.064	0.130	0.494	0.621
Electronic Word of Mouth ->Purchase Intention	0.196	0.203	0.129	1,523	0.128
Purchase Intention->Purchase Decision	0.793	0.798	0.038	21,001	0.000

Source: SmartPLS Processed Data (2025)

2. Indirect Effect Hypothesis Test

This study examined hypotheses 5, 6, and 7 by employing an indirect effect analysis. The indirect effect refers to the impact exerted by an independent variable on a dependent variable, which occurs through the presence of a mediating variable.

Table 4.7Indirect Effect Hypothesis Test

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
EWM -> PI -> PD	0.155	0.162	0.103	1,514	0.130
BI ->PI -> PD	0.347	0.356	0.094	3.715	0.000
CE ->PI -> PD	0.051	0.052	0.104	0.489	0.625

Source: SmartPLS Processed Data (2025)

Discussion

1. The Influence of Electronic Word of Mouth on Purchase Intention of Wardah Cosmetic Products

Based on the results of hypothesis testing, the celebrity endorser variable shows a positive influence of 0.064 on purchase intention, with a T-statistic value of 0.494 (below the critical value of 1.96) and a P-value of 0.621 (above the threshold of 0.05). These findings indicate that although the relationship is positive, it is statistically insignificant, suggesting that the presence of celebrity endorsers does not significantly affect consumers' intention to purchase. This may be attributed to consumers' preference for genuine and relatable reviews, often provided by real users such as friends or acquaintances, over paid celebrity promotions. Therefore, even when well-known public figures endorse Wardah products, it does not necessarily lead to a stronger purchase intention among consumers (Hardiani, 2022).

Contrastingly, Suhardi and Irmayanti (2019) found that celebrity endorsers positively influence purchase intention. Similarly, research conducted by Cahyaningrum (2020) revealed that celebrity endorsement has a favorable impact on consumers' willingness to purchase Wardah products. This implies that the more effectively a celebrity can build a strong impression of the product, the more likely it is to stimulate consumer interest and buying intention.

2. The Influence of Electronic Word of Mouth on Purchase Intention of Wardah Cosmetic Products

Based on the results of hypothesis testing, the e-WOM variable demonstrates a positive effect of 0.196 on purchase intention. However, the T-statistic value of 1.523 falls below the conventional threshold of 1.96, while the P-value of 0.128 exceeds the accepted significance level of 0.05. This indicates that although a positive relationship exists, it is statistically insignificant. The lack of a significant effect between e-WOM and purchase intention may be attributed to various factors affecting how consumers interpret and evaluate online information. For instance, if users question the credibility or authenticity of reviews—such as those suspected to be fake or manipulated—then e-WOM is unlikely to meaningfully influence their purchasing decisions. As highlighted by Dewi et al. (2024), e-WOM frequently comprises diverse viewpoints from numerous individuals, often presenting inconsistent perspectives. These findings contrast with the results reported by Darmawan and Nurcaya (2018), who found a significant and positive impact of e-WOM on purchase intention.

3. The Influence of Brand Image on Purchase Intention of Wardah Cosmetic Products

Based on the test, the brand image variable has a positive influence of 0.438 on purchase intention with a T-Statistic value of 3.836 which exceeds the general requirement value of 1.96 and a P-Value of 0.000 which is less than 0.05. So there is a significant positive relationship in this hypothesis, where there is a significant influence between the brand image variable and purchase intention because it has met the mediating general requirements of the test value. According to Kotler & Keller (2016), a positive brand image usually includes a good image, guaranteed quality, and a trusted brand reputation in the eyes of consumers. When consumers have a

positive view of a brand, they are more likely to have the intention to buy the product. The significant influence between brand image and purchase intention can be explained by factors such as positive associations with the brand, perceived quality, emotional attachment, social status, previous experience, and the influence of advertising. A strong and favorable brand image can encourage consumers to make a purchase, as it instills confidence in the product's quality, fosters emotional connection with the brand, and may be linked to a certain level of social prestige. This aligns with the findings of Kusdayanti and Nugroho (2023), who concluded that brand image significantly influences consumers' intention to purchase a product.

4. The Influence of Purchase Intention on Purchase Decisions for Wardah Cosmetic Products

The test results indicate that purchase intention positively influences purchase decisions, with a path coefficient of 0.793, a T-statistic of 21.001 (well above the critical threshold of 1.96), and a P-value of 0.000 (below the 0.05 significance level). These results confirm a statistically significant positive relationship between purchase intention and purchase decision, as the test values meet the required standards for significance. According to Solomon (2020), purchase intention is also influenced by psychological and emotional factors of consumers. When consumers feel that the product meets their emotional needs or desires, they are more likely to translate purchase intention into a purchase decision. Purchase intention is often formed after consumers form a positive attitude towards the product, either based on personal experience, recommendations from others, or the influence of other external factors. When consumers have a positive attitude, their purchase intention is greater and has the potential to be translated into a purchase decision. In this case, purchase intention is the result of a positive attitude that leads to a real decision to buy. Previous positive experiences with a particular brand or product can increase purchase intention, and thus increase the likelihood of a purchase decision. Consumers who have been satisfied with a previously purchased product are more likely to have the intention to buy again, which increases the chances of a purchase decision.

5. The Influence of Purchase Intention on Mediating the Relationship between Celebrity Endorsers and Purchase Decisions of Wardah Cosmetic Products

The hypothesis testing results indicate that purchase intention does not significantly mediate the relationship between celebrity endorsers and purchase decisions, as shown by a T-statistic of 0.489 (below the critical value of 1.96) and a P-value of 0.625 (exceeding the 0.05 significance level). These results lead to the rejection of Hypothesis 5 (Ho5). However, the positive path coefficient of 0.051 (within the 0 to 1 range) suggests a weak but positive directional relationship. This implies that although purchase intention is positioned as a mediating variable, it does not significantly influence purchase decisions in the context of celebrityendorsements.

Solomon (2022) emphasizes that while purchase intention is a critical factor in shaping purchasing behavior, various external influences—such as budget limitations, product availability, or evolving consumer preferences—can disrupt the transition from intention to actual purchase. As a result, a strong purchase intention does not always guarantee a purchase action. These findings are inconsistent with Firmansyah et al. (2023), who found that celebrity

endorsers positively and significantly influence purchase decisions, with purchase intention acting as a partial mediator in that relationship.

6. The Influence of Purchase Intention on Mediating the Relationship between Electronic Word of Mouth and Purchase Decision of Wardah Cosmetic Products

The analysis of the eWOM variable on purchase decisions, mediated by purchase intention, revealed a T-statistic of 1.514 and a P-value of 0.130, both failing to meet the required thresholds for statistical significance (T > 1.96 and P < 0.05). Therefore, Hypothesis 6 (Ho6) is rejected. Despite a positive path coefficient of 0.155—indicating a directionally positive relationship—eWOM does not significantly influence purchase decisions through purchase intention. One possible explanation is that consumers may question the credibility of online reviews due to concerns about fake or biased feedback. This skepticism can weaken the impact of eWOM, even when consumers initially show interest in a product. Additionally, if the shared eWOM lacks detailed, product-specific information, it may fail to enhance purchase intention and, consequently, influence purchase decisions. These findings differ from the conclusions of Febiyati and Aqmala (2022), who reported that eWOM has a direct effect on purchase intention but does not significantly influence the final purchase decision.

7. The Influence of Purchase Intention on Mediating the Relationship between Brand Image and Purchase Decision of Wardah Cosmetic Products

Based on the hypothesis testing results, purchase intention is found to significantly mediate the relationship between brand image and purchase decision, as indicated by a T-statistic of 3.715 (> 1.96), a P-value of 0.000 (< 0.05), and a path coefficient of 0.347, which falls within the positive range of 0 to 1. These results imply that brand image exerts a meaningful and positive influence on purchase decisions through the mediating role of purchase intention. Grounded in existing literature and theoretical perspectives, several explanations support the significant mediating effect of purchase intention in this relationship. Wu (2019) emphasized that a strong brand image can elevate consumers' purchase intentions, which subsequently drives actual purchasing behavior. The positive perception of a brand enhances consumers' confidence in their choices, thereby reinforcing their decisions. Hence, purchase intention serves as a crucial link that bridges brand image and the final decision to purchase. Moreover, higher levels of purchase intention often correspond with a stronger likelihood of executing a buying decision. When the brand image remains consistently favorable, it fosters greater consumer trust in the product's ability to fulfill their expectations, which strengthens the purchase decision-making process (Farhan & Khusaini, 2022). These findings align with the study conducted by Desti and Rosalina (2023), which also confirmed that brand image significantly affects purchasing decisions, with purchase intention acting as a mediating variable between the two.

Conclusion

e celebrity endorser variable does not exhibit a significant positive influence on consumers' purchase intention. This suggests that celebrity endorsements have yet to

effectively shape favorable consumer perceptions of Wardah cosmetic products. One possible explanation is the intense competition among numerous content creators who also share information about Wardah, thereby diminishing the impact of celebrity endorsements on influencing consumer purchase intentions.

The e-WOM variable does not exhibit a significant positive influence on consumers' purchase intentions. This suggests that e-WOM has not been effective in fostering favorable perceptions among consumers toward Wardah cosmetic products. One possible explanation is the overwhelming volume of information accessible to consumers, which may lead to confusion and hinder their ability to make well-informed decisions. Additionally, it may reflect a lack of trust in product reviews shared on social media platforms.

The brand image variable exerts a significant and positive influence on consumers' intention to purchase. This indicates that Wardah has effectively developed a favorable perception among consumers regarding its cosmetic products. A well-established brand image enhances consumer trust, making them more inclined to buy and use the products.

The purchase intention variable demonstrates a significant positive influence on consumers' purchasing decisions. This indicates that when consumers exhibit a strong intention to buy, it is more likely to lead to an actual purchase of the product.

The variable of purchase intention fails to significantly mediate the relationship between celebrity endorsers and purchase decisions. This outcome may be attributed to the minimal influence exerted by celebrity endorsers on purchase decisions, thereby limiting the mediating capacity of purchase intention in this context.

The variable of purchase intention does not exhibit a significant positive role in mediating the link between electronic word of mouth and purchasing decisions. This outcome may result from the minimal impact that ewom has on purchase decisions, thereby preventing purchase intention from serving as an effective intermediary between these two variables.

The variable of purchase intention has a significant and positive influence, acting as a full mediator in the relationship between brand image and purchase decisions. This indicates that an enhanced brand image leads to stronger purchase intentions among consumers, which in turn increases the likelihood of them making actual purchase decisions.

Recommendation

It is recommended for further research to expand the celebrity endorser and ewom variables or use other variables such as product quality variables, price influence, brand trust and other variables to increase the literature discussing cosmetic products. Comparative studies with competitors also need to be conducted to better understand the impact and strategies that can be used to attract consumer purchasing decisions in the long term.

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