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The Influence of Celebrity Endorsement and Social Media Marketing on Purchase Decisions through Brand Trust

David Nur Hadi[1*], Agus Dwi Cahya[1], Azwar[1]

[1] Department of Management, Faculty of Economics, Universitas Sarjanawiyata Tamansiswa Yogyakarta, Yogyakarta, Indonesia

[*] *Corresponding author: David Nur Hadi (nurdavidhadi@gmail.com)*

Abstract

The rapid growth of Indonesia's skincare industry has increased competition among local brands, prompting companies to utilize celebrity endorsements and social media marketing. This study examines the effects of celebrity endorsement and social media marketing on consumers' purchase decisions on TikTok Shop, with brand trust as a mediating variable. The study is based on the Stimulus-Organism-Response (S-O-R) theory, which explains how external stimuli influence internal psychological states and behavioral responses. A quantitative approach was employed by collecting primary data through Likert-scale questionnaires from moisturizer consumers on TikTok Shop using purposive sampling, with data analyzed using PLS-SEM. The findings reveal that celebrity endorsement and social media marketing do not directly influence purchase decisions. However, both variables have a positive and significant effect on brand trust, which in turn positively and significantly affects purchase decisions. Furthermore, brand trust fully mediates the relationships between celebrity endorsement and purchase decisions, as well as between social media marketing and purchase decisions. These findings highlight the critical role of brand trust in translating digital marketing efforts into consumer purchasing behavior and provide practical insights for skincare brands seeking to strengthen consumer trust and drive purchase decisions.

Keywords

Brand Trust, Celebrity Endorsement, Purchase Decisions, Social Media Marketing.

1. Introduction

The skincare industry in Indonesia has experienced rapid growth driven by increasing public awareness of skin health and the expansion of skincare usage among both women and men, intensifying competition among local and international brands and requiring effective marketing strategies to influence consumer purchase decisions. The rise of digital technology and social media has further transformed consumer behavior in accessing information and purchasing skincare products, while Indonesia's tropical climate with fluctuating humidity and temperatures contributes to common skin issues such as dryness, thereby increasing demand for facial moisturizers as part of daily skincare routines (Butarbutar & Chaerunisaa, 2021). In this competitive market, various brands offer moisturizer products tailored to consumer needs, including Glad2Glow, which provides affordable formulations aligned with market preferences. According to Compass.co.id sales data in 2024, Glad2Glow ranked third with a 5.1% market share, indicating its strong presence and growing consumer acceptance in the Indonesian skincare industry (Widiya et al., 2025).

In response to increasingly intense competition, companies utilize various digital marketing strategies to enhance product competitiveness. One of the most widely used strategies is celebrity endorsement. The use of celebrities in promotional activities aims to increase advertising appeal while influencing consumer perceptions of the products being offered (Algiffary et al., 2020). One of the public figures employed by Glad2Glow is Syifa Hadju, an actress, singer, and model with high popularity on social media. Her popularity and large number of followers make Syifa Hadju a potential figure for building emotional connections between the brand and consumers. Celebrity endorsement is believed to influence consumer purchase decisions due to the credibility, attractiveness, and trustworthiness associated with the celebrity (Arifin et al., 2020).

In addition to celebrity endorsement, companies also utilize social media marketing as a key marketing communication strategy, which involves using platforms such as TikTok, Instagram, Facebook, YouTube, and X to promote products, increase consumer interest, and expand brand reach through interactive and two-way communication (Dwijayanti & Pramesti, 2021). Beyond delivering product information, social media marketing helps build closer relationships with consumers, making it an important instrument in strengthening brand presence and influencing purchasing behavior. The effectiveness of both celebrity endorsement and social media marketing is closely linked to brand trust, which refers to consumers' belief that a product can deliver expected benefits and meet their needs (Ilmiyah & Krishernawan, 2020). Brand trust plays a crucial role in building long-term consumer relationships, reflecting consumers' willingness to rely on a brand based on their perceptions of quality and reliability (Sihombing & Adlina, 2024). Consequently, higher levels of brand trust increase the likelihood of consumer purchase decisions.

Purchase decision is a consumer response that occurs after going through a series of processes involving information search, evaluation of alternatives, and consideration of various factors related to the product to be purchased (Agustina et al., 2023). In this process, consumers consider not only product characteristics but also information obtained through social media, recommendations from public figures, and their level of trust in the brand. Therefore, celebrity endorsement, social media marketing, and brand trust are factors that potentially influence consumer purchase decisions regarding skincare products.

Prior research has yielded varying results concerning the connections between celebrity endorsement, marketing via social media, and the decision to make a purchase. Pasharibu et al. (2021) and Mustofa et al. (2024) discovered that celebrity

endorsements result in a noteworthy and positive impact on buying choices. On the other hand, Mandasari et al. (2023) indicated that celebrity endorsements do not have a meaningful influence on purchasing decisions. Additionally, discrepancies have been found in the association between social media marketing and purchase choices. Levina et al. (2023) and Negara (2024) concluded that social media marketing positively and significantly affects purchasing decisions, while Budiarsi et al. (2021) and Sumarto and Anggarawati (2024) identified that social media marketing does not significantly sway purchasing choices.

These inconsistent findings indicate the existence of a research gap that requires further investigation. Therefore, this study positions brand trust as a mediating variable to explain the relationships between celebrity endorsement and social media marketing on purchase decisions. This study aims to analyze the influence of Syifa Hadju's celebrity endorsement and social media marketing on consumers' purchase decisions of Glad2Glow moisturizer products on TikTok Shop, with brand trust serving as a mediating variable.

2. Literature Review and Hypothesis Development

2.1. The Effect on Purchase Decisions

This research utilizes the Stimulus-Organism-Response (S-O-R) model introduced by Mehrabian and Russell (1974) and Vidyanata (2022). This model describes how outside stimuli can impact a person's inner condition, leading to a subsequent behavioral reaction. According to Karim et al. (2021), the S-O-R model is commonly employed in studies of consumer behavior to analyze how marketing stimuli interact with psychological mechanisms and influence buying actions. Furthermore, Melita and Astuti (2024) assert that environmental stimuli influence reactions through the internal mechanisms of individuals.

In this context, celebrity endorsement can be viewed as a marketing stimulus that influences consumers' perceptions and behaviors. Celebrity endorsement refers to the use of public figures to promote products through various marketing communication channels (Algiffary et al., 2020). According to Nabil et al. (2022), celebrities utilize their popularity to endorse brands and influence consumer perceptions, while Reza and Silalahi (2022) highlight that their distinctive characteristics make them effective tools for attracting public attention. Celebrity endorsement has been shown to enhance consumer trust and strengthen emotional connections with brands. Consequently, celebrity endorsements can positively influence purchase decisions by increasing brand attractiveness and credibility (Prakoso & Nathasya, 2022).

Social media marketing involves utilizing various social media channels to advertise goods or services, interact with customers, and establish connections with specific audiences (Fatila et al., 2022). Through digital channels and online communities, it enables companies to disseminate information, interact directly with consumers, and foster two-way communication, while allowing consumers to access product information and share their experiences with others (Subawa et al., 2020; Salamah et al., 2021). As a result, the interactive nature of social media marketing can enhance consumer engagement, strengthen brand awareness, and improve access to relevant product information, which ultimately influences purchase decisions (Romadhoni et al., 2023).

H1: Celebrity endorsement has a positive effect on purchase decisions.
H2: Social media marketing has a positive effect on purchase decisions.

2.2. The Effect on Brand Trust

Brand trust refers to consumers' confidence that a brand can fulfill its promises, deliver expected benefits, and consistently protect consumer interests (Waruwu & Suhardi, 2025). It is a crucial factor in establishing and maintaining long-term relationships between companies and consumers, as trust encourages consumers to rely on a brand and reduces perceived risks associated with purchasing decisions. According to Ilmiyah and Krishernawan (2020), brand trust reflects consumers' confidence in a brand's attributes and benefits, while sustainable relationships can be maintained when companies preserve the trust placed in them by consumers. Furthermore, Erawati et al. (2024) emphasize that brand trust creates a sense of security and comfort when consumers use a product, making them more likely to develop favorable attitudes and remain loyal to the brand. Therefore, brand trust is considered an important determinant of consumer behavior and a key asset for achieving long-term business success.

Earlier research has indicated that marketing influences can enhance brand trust. Salsabila and Albari (2022) discovered that endorsements from celebrities have a beneficial effect on brand trust by improving how consumers view the credibility and dependability of a brand, a conclusion also corroborated by Febrianti and Yacob (2025). In a similar vein, Haudi et al. (2022) noted that marketing on social media significantly boosts brand trust, whereas Althuwaini (2022) emphasized that social media marketing fosters trust through involving consumers and effective brand communication. These results imply that both celebrity endorsements and social media marketing have the potential to bolster consumers' trust in a brand, thereby enhancing brand trust overall.

H3: Celebrity endorsement has a positive effect on brand trust.
H4: Social media marketing has a positive effect on brand trust.

2.3. The Effect of Brand Trust on Purchase Decisions

A buying choice is the method by which buyers identify and acquire an item after investigating information, assessing different possibilities, and reviewing various options (Puspita & Budiatno, 2020). It signifies the concluding phase of the consumer decision-making process, indicating a buyer's genuine desire to acquire a product. According to Komalasari et al. (2021), a purchase decision involves the activities of selecting, determining, and evaluating a product before making a purchase. Similarly, Devi and Fadli (2023) explain that consumers typically go through five stages in the decision-making process: need recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior. Throughout these stages, consumers assess available information and compare alternatives to identify the product that best satisfies their needs and preferences.

Among the factors influencing purchase decisions, brand trust plays a crucial role in reducing uncertainty and increasing consumers' confidence in a product or brand. When consumers believe that a brand is reliable, credible, and capable of delivering its promised benefits, they are more likely to proceed with a purchase (Hawa & Suroso, 2025). Previous studies have demonstrated the importance of brand trust in shaping consumer behavior. Natasiah (2024) found that consumers who have greater trust in a brand are more likely to make purchasing decisions. Likewise, Rizky et al. (2025) reported that brand trust has a positive and significant effect on purchase decisions. These findings suggest that consumers tend to prefer and purchase products from brands they perceive as trustworthy, as trust provides a sense of assurance and reduces perceived risks associated with the purchasing process.

H5: Brand trust has a positive effect on purchase decisions.

2.4. Brand Trust as a Mediating Effect

Brand trust serves a crucial function in clarifying the way marketing efforts affect consumers' buying choices. Shoppers tend to buy items from brands they view as trustworthy and dependable. In the context of celebrity endorsement, trust serves as a mechanism through which the positive attributes of celebrities are transferred to the endorsed brand. Celebrities who are viewed as trustworthy and influential can strengthen consumers' confidence in a brand, thereby increasing the likelihood of purchase. Supporting this assertion, Salsabila and Albari (2022) discovered that endorsement by celebrities has a favorable impact on brand trust, which in turn boosts the purchasing actions of consumers. In the same vein, Rukhayati and Ali (2026) indicated that brand trust acts as a mediator in the relationship between celebrity endorsements and buying choices.

Likewise, brand trust also mediates the relationship between social media marketing and purchase decisions. Through social media platforms, companies can provide information, interact with consumers, and build transparent communication, all of which contribute to stronger consumer trust. As trust increases, consumers become more confident in choosing and purchasing products from the brand. Ferdiansyah and Asikin (2025) prove this empirically, that social media marketing has an effect on purchase decisions with brand trust as a mediator. Furthermore, Kliuchko et al. (2025) emphasized that brand trust could mediate the impact of social media marketing on consumer purchasing behavior. This indicates that brand trust is a crucial mediating mechanism by which both celebrity endorsement and social media marketing ultimately lead to purchase decisions.

H6: Brand trust mediates the relationship between celebrity endorsement and purchase decisions.
H7: Brand trust mediates the relationship between social media marketing and purchase decisions.

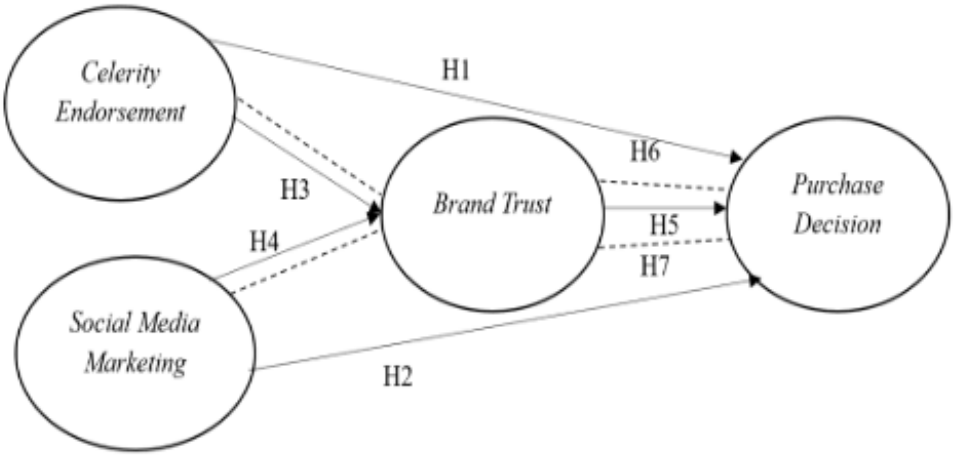


Figure 1. Research Framework

The study's conceptual framework is shown in Figure 1, which also shows the connections between brand trust, social media marketing, celebrity endorsement, and purchase decision. According to the concept, social media marketing and celebrity endorsements have a direct and indirect impact on purchase decisions through brand trust. Furthermore, it is anticipated that brand trust will directly influence purchase decisions, underscoring its function as a mediating variable in enhancing the influence of marketing initiatives on customer purchasing behavior.

3. Methods

This study used a quantitative approach and conducted surveys to collect data. The goal was to look at how celebrity endorsements and social media marketing affect buying choices, with brand trust acting as a middle factor, among TikTok Shop customers who use Glad2Glow moisturizer products. The people in this study were residents of Yogyakarta City who use TikTok and all customers who bought Glad2Glow moisturizer products via the TikTok Shop platform. Since the exact number of people in the population wasn't known, they used a non-probability sampling approach and specifically chose participants based on purposeful selection. The criteria for selecting participants in this study were: (1) being at least 17 years old, (2) having bought Glad2Glow moisturizer products from TikTok Shop, and (3) either knowing about or having seen advertisements for Glad2Glow products that included the celebrity Syifa Hadju.

The data used were primary data collected via an online questionnaire that was sent out using Google Forms. The tool used for the research was made with a five-point scale, where 1 means "strongly disagree" and 5 means "strongly agree." The celebrity endorsement factor was assessed based on signs of trustworthiness, expertise, and attractiveness (Thusyanthy, 2018). Social media marketing factors were checked using signs like fun, engagement, personalization, being on trend, and people talking about it (Wijaya et al., 2021). Brand trust was measured based on factors like how reliable the brand is, how honest it is, and how safe people feel using its product (Fitriyono & Sukaris, 2022). Meanwhile, the decision to buy something was looked at through things like how much someone needed it, whether they thought it would be useful, and if it seemed right for them to buy (Mahendri & Lutfi, 2022).

For the Structural Equation Modeling-Partial Least Squares (SEM-PLS), utilized SEM to analyze the data, and it was conducted using SmartPLS software. The analysis procedures included measuring the outer model, which comprises a look at convergent validity, discriminant validity, and a test of construct reliability. Following that assessment, the structural model, also known as the inner model, was examined using the coefficient of determination (R^2), hypothesis testing, and mediation analysis with bootstrapping techniques. Hypothesis Research hypothesis was accepted only if the t-statistic was greater than 1.65 and the p-value was less than 0.05.

4. Results

Inferential testing was conducted using SmartPLS 4 with Partial Least Squares–Structural Equation Modeling (PLS-SEM) to analyze relationships among variables and test the proposed hypotheses. This method enables conclusions drawn from sample data to be generalized to the broader population. The research framework was analyzed in two phases: the external model and the internal model. The external model focused on determining the validity and reliability of indicators through assessments of convergent validity, discriminant validity, and construct reliability. The internal model investigated the associations between latent variables via R^2, path coefficients, and tests of significance. Convergent validity was assessed with outer loading values, with indicators showing loadings greater than 0.70 (or 0.60 viewed as an acceptable benchmark) deemed valid. Indicators not fulfilling these standards were discarded. Figure 2 presents the latent variable model analyzed in this study.

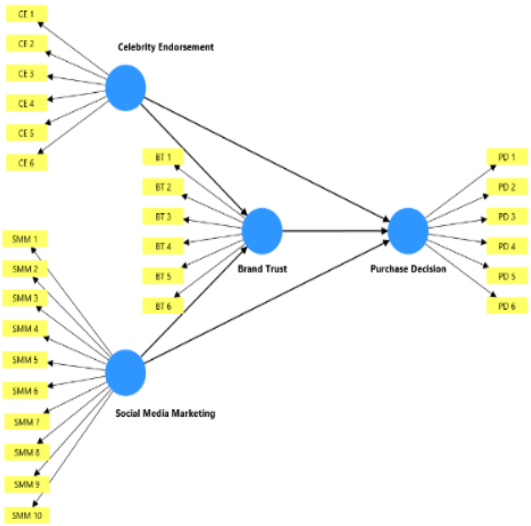


Figure 2. Variable Model

Table 1. Outer Loadings Stage 1

Construct	Instrument	Loading Factor	Remark
Celebrity Endorsement (CE	CE1	0.708	Valid
	CE2	0.873	
	CE3	0.678	Invalid
	CE4	0.807	Valid
	CE5	0.796	
	CE6	0.730	
Social Media Marketing (SMM)	SMM1	0.343	Invalid
	SMM2	0.717	Valid
	SMM3	0.643	
	SMM4	0.647	Invalid
	SMM5	0.611	
	SMM6	0.764	Valid
	SMM7	0.738	
	SMM8	0.742	
	SMM9	0.718	
	SMM10	0.643	
Brand Trust (BT)	BT1	0.810	Valid
	BT2	0.816	
	BT3	0.800	
	BT4	0.757	
	BT5	0.807	
	BT6	0.767	
Purchase Decision (PD)	PD1	0.465	Invalid
	PD2	0.450	
	PD3	0.900	Valid
	PD4	0.895	
	PD5	0.590	Invalid
	PD6	0.744	Valid

According to Table 1, the output loading factor for the celebrity endorsement factor includes one statement with a loading value of 0.678, which is less than the threshold of 0.70. Additionally, the social media marketing factor contains five statements with loading values of 0.343, 0.643, 0.643, 0.647, and 0.611. Lastly, the

purchase decision factor features three statements with loading values of 0.465, 0.450, and 0.590, all of which are also below the 0.70 loading factor threshold. Hence, all statements with a loading value lower than 0.70 should be excluded and reassessed. The results from the second stage of the loading factor test are shown in Table 2.

Table 2. Outer Loadings Stage 2

Construct	Instrument	Loading Factor	Remark
Celebrity Endorsement (CE)	CE1	0.728	Valid
	CE2	0.885	
	CE4	0.787	
	CE5	0.817	
	CE6	0.750	
Social Media Marketing (SMM)	SMM2	0.704	Valid
	SMM6	0.789	
	SMM7	0.778	
	SMM8	0.801	
	SMM9	0.712	
Brand Trust (BT)	BT1	0.810	Valid
	BT2	0.816	
	BT3	0.800	
	BT4	0.757	
	BT5	0.807	
	BT6	0.767	
Purchase Decision (PD)	PD3	0.922	Valid
	PD4	0.927	
	PD6	0.819	

Based on Table 2, the loading factor output from this second stage of testing showed that all statements for the variables celebrity endorsement, social media marketing, brand trust, and purchase decision had values greater than 0.70, thus being considered valid. This means that the statement indicators accurately assess the relationship between indicator or statement scores and their constructs/variables; thus supporting construct validity of the measurement model.

Table 3. Validity and Reliability Test Results

Variable	AVE	Cronbach's Alpha	Composite Reliability	Interpretation
Celebrity Endorsement	0.633	0.855	0.896	Valid and Reliable
Social Media Marketing	0.575	0.814	0.871	
Brand Trust	0.629	0.882	0.911	
Purchase Decision	0.793	0.869	0.920	

As shown in Table 3, the findings from the validity and reliability assessments reveal that each construct fulfills the necessary measurement standards. The Average Variance Extracted (AVE) scores for celebrity endorsement (0.633), social media marketing (0.575), brand trust (0.629), and purchase decision (0.793) all surpass the suggested level of 0.50, validating acceptable convergent validity. In addition, the values for Cronbach's Alpha for celebrity endorsement (0.855), social media marketing (0.814), brand trust (0.882), and purchase decision (0.869) are all greater than 0.70, signifying adequate internal consistency reliability. Likewise, the Composite Reliability figures for celebrity endorsement (0.896), social media marketing (0.871), brand trust (0.911), and purchase decision (0.920) exceed the advised level of 0.70, indicating strong reliability of the constructs. Thus, it can be concluded that every variable in this research is both valid and reliable for subsequent analysis.

An indicator is considered valid when the correlation between the statement and its construct or variable (cross-loading value) surpasses its correlation with other constructs. The results of the data analysis, which were conducted using SmartPLS version 4, are presented, with cross-loading outcomes displayed in Table 4.

Table 4. Cross Loading

Variable	Instrument	CE	SMM	BT	PD	Conclusion
Celebrity Endorsement (CE)	CE1	0.728	0.242	0.356	0.433	Valid
	CE2	0.885	0.473	0.524	0.489	
	CE4	0.787	0.516	0.578	0.498	
	CE5	0.817	0.480	0.417	0.383	
	CE6	0.750	0.449	0.335	0.345	
Social Media Marketing (SMM)	SMM2	0.446	0.704	0.398	0.445	Valid
	SMM6	0.326	0.789	0.428	0.380	
	SMM7	0.402	0.778	0.361	0.295	
	SMM8	0.479	0.801	0.444	0.392	
	SMM9	0.425	0.712	0.407	0.291	
Brand Trust (BT)	BT1	0.578	0.478	0.806	0.635	Valid
	BT2	0.605	0.491	0.812	0.578	
	BT3	0.411	0.391	0.802	0.606	
	BT4	0.378	0.434	0.759	0.632	
	BT5	0.410	0.407	0.810	0.726	
	BT6	0.320	0.365	0.769	0.669	
Purchase Decision (PD)	PD3	0.580	0.525	0.741	0.922	Valid
	PD4	0.557	0.470	0.765	0.927	
	PD6	0.303	0.273	0.647	0.819	

According to Table 4, the cross-loading figures for the factors of celebrity endorsement, social media marketing, brand trust, and purchase decision revealed correlation scores among the indicators (instruments) and their respective constructs (variables), outweighing indicators (instruments) belonging to other constructs (variables). The outcomes from tests for convergent validity and discriminant validity exhibited coherent results, with every indicator confirmed as valid. This demonstrates that the model applied is well-suited and capable of distinguishing between various constructs effectively. Therefore, it can be inferred that the measuring tool utilized in this research is valid.

Table 5. Model Fit

Parameter	Rule of Thumb	Parameter Value	Remarks
SRMR	Less than 0.10	0.095	Fit
d_ULS	> 0.05	1.72	Fit
d_G	> 0.05	0.633	Fit
Chi-square	χ^2 statistic ≥ χ^2 table	428.748 ≥ 28.869	Fit
NFI	Approaches 1.00 (0.10 = small GoF; 0.25 = moderate GoF; 0.36 = large GoF)	0.719	Fit
GoF	> 0.36 (large GoF)	0.587	Fit

According to Table 5 from the model fit evaluation, the analytical model applied in this research is confirmed to be suitable and can effectively be employed to explore the connections among latent variables. The model demonstrates a strong alignment with the actual data, highlighted by an SRMR figure of 0.095, which is below the acceptable mark of 0.10. Additionally, the d-ULS measure of 1.72 and the d-G score of 0.633, which exceed 0.05, signify no major discrepancies and confirm a robust global fit. The Chi-Square statistic of 428.748, which surpasses the Chi-Square

critical value of 28.869, further reinforces the model's compatibility with the sample data. Although the NFI score stands at 0.719 and has not attained the optimal figure, it remains within an acceptable range. Moreover, the GoF score of 0.587, which exceeds the threshold of 0.36, categorizes the model as strong, indicating it possesses a high level of fit and adequate predictive capability to elucidate the interrelations of latent variables within this investigation.

Table 6. R-Square

Variable	R-square	Adjusted R-square
Brand Trust	0.401	0.391
Purchase Decision	0.665	0.656

Based on the findings in Table 6, the analysis revealed an R-Square value of 0.401 for the brand trust variable. This means that 40.1% of the changes in this variable can be accounted for by the independent variables within the model, leaving 59.9% affected by other outside influences. Thus, the connection between the independent variables and brand trust can be seen as somewhat moderate. In contrast, the R-Square value of 0.665 for the purchase decision variable shows that 66.5% of the fluctuations in this variable can be attributed to the independent variables in this model, while 33.5% is impacted by external factors. This figure reflects a fairly strong correlation, indicating that the model is capable of explaining a majority of the elements that affect purchase decisions, although many influences still arise from outside the model.

Table 7. Hypothesis Testing

Relationship	Path Coefficient	t-statistic	p-value	Result
Celebrity Endorsement → Purchase Decision	0.120	1.509	0.066	H1 Not Supported
Social Media Marketing → Purchase Decision	0.024	0.352	0.362	H2 Not Supported
Celebrity Endorsement → Brand Trust	0.394	4.750	0.000	H3 Supported
Social Media Marketing → Brand Trust	0.324	3.496	0.000	H4 Supported
Brand Trust → Purchase Decision	0.726	8.258	0.000	H5 Supported
Celebrity Endorsement → Brand Trust → Purchase Decision	0.286	3.809	0.000	H6 Supported (Full Mediation)
Social Media Marketing → Brand Trust → Purchase Decision	0.235	3.407	0.000	H7 Supported (Full Mediation)

Table 7 displays the findings from hypothesis testing that explores the connections between celebrity endorsements, social media marketing, brand trust, and the decision to purchase. The results for Hypotheses H1 and H2 were not validated, signifying that celebrity endorsement ($\beta = 0.120$, $t = 1.509$, $p = 0.066$) and social media marketing ($\beta = 0.024$, $t = 0.352$, $p = 0.362$) do not have a direct effect on purchase decisions. Nevertheless, both of these factors significantly affect brand trust, as shown by Hypothesis H3 ($\beta = 0.394$, $t = 4.750$, $p = 0.000$) and Hypothesis H4 ($\beta = 0.324$, $t = 3.496$, $p = 0.000$), while brand trust itself is a strong indicator of purchase decisions (H5: $\beta = 0.726$, $t = 8.258$, $p = 0.000$). Importantly, both H6 and H7 were validated, indicating that brand trust entirely mediates the connections between celebrity endorsement and purchasing decisions ($\beta = 0.286$, $t = 3.809$, $p = 0.000$) as well as between social media marketing and purchasing decisions ($\beta =$

0.235, t = 3.407, p = 0.000), implying that celebrity endorsement and social media marketing cannot affect consumers' purchasing choices without first establishing brand trust.

5. Discussion

The results of this research suggest that endorsements by celebrities do not directly impact the buying choices related to Glad2Glow moisturizer items. This suggests that the presence of a celebrity endorser alone is not sufficient to immediately drive consumer purchasing behavior. This result is consistent with Devi and Fadli (2023), who explain that purchase decisions in digital commerce are often more strongly influenced by functional and experiential factors rather than promotional exposure alone. Similarly, Komalasari et al. (2021) emphasize that purchase decisions are shaped by a combination of perceived value and consumer evaluation processes, where promotional stimuli may not always translate directly into action. In the context of skincare products, this finding implies that consumers tend to prioritize product-related considerations such as quality, suitability, and price rather than celebrity appeal.

A similar pattern is also observed in social media marketing, which was found not to have a significant direct effect on purchase decisions. Although social media platforms provide interactive and engaging promotional content, the results suggest that such exposure does not automatically lead to purchasing behavior. This finding aligns with Negara (2024), who notes that social media marketing effectiveness in influencing purchase decisions varies depending on content relevance and consumer engagement level. Wijaya et al. (2021) further explain that while social media marketing can increase attention and interest, its impact on actual purchase decisions may be limited when consumers are exposed to high content saturation or when alternative information sources are considered more credible.

Conversely, it was discovered that both endorsements by celebrities and marketing through social media had a considerable impact on trust in brands. This suggests that promotional efforts are vital in forming how consumers view and trust a brand. Salsabila and Albari (2022) confirm that celebrity endorsement strengthens brand trust by transferring credibility and emotional appeal from the endorser to the brand. Likewise, Haudi et al. (2022) and Althuwaini (2022) highlight that consistent and interactive social media marketing activities can enhance consumer trust by improving brand transparency and engagement.

Furthermore, brand trust was found to have a strong positive effect on purchase decisions, indicating that trust serves as a key determinant in consumer behavior (Rohman & Rakhmawati, 2024). This finding is supported by Inggasari and Hartati (2022), who state that brand trust significantly drives purchase decisions by reducing perceived risk and increasing consumer confidence. Hawa and Suroso (2025) further highlight that buyers tend to choose items from companies they have faith in because of the assumed dependability and advantages over time.

The results highlight that brand trust plays a central mediating role in the relationship between marketing stimuli and purchase decisions. This is consistent with Agustina et al. (2023), Ferdiansyah and Asikin (2025), and Rukhayati and Ali (2026), who demonstrate that brand trust acts as a critical bridge connecting marketing strategies to consumer purchasing outcomes. Therefore, rather than directly influencing purchase decisions, celebrity endorsement and social media marketing are more effective in building trust, which subsequently drives consumer behavior.

6. Conclusion

Based on the research results, celebrity endorsements and social media marketing have a positive but insignificant influence on the purchase decision of Glad2Glow moisturizer products. Meanwhile, celebrity endorsements and social media marketing are proven to have a positive and significant influence on brand trust. In addition, brand trust also has a positive and significant influence on purchase decisions. The results of this study indicate that brand trust acts as a mediating variable in the relationship between celebrity endorsements and social media marketing on purchase decisions, so that consumer purchasing decisions are more influenced by the level of trust in the brand than by direct promotion. This study strengthens the Stimulus-Organism-Response (S-O-R) framework by confirming the mediating role of brand trust in linking marketing stimuli to consumer responses. The findings suggest that companies should prioritize strategies that build and maintain brand trust rather than relying solely on celebrity endorsements or social media exposure.

This study is subject to several limitations. First, the use of purposive sampling may restrict the extent to which the findings can be generalized to a wider population. Second, the data were collected exclusively from Glad2Glow consumers on TikTok Shop, which may not fully capture consumer behavior on other e-commerce platforms or across different product categories. Therefore, future studies are encouraged to involve a broader and more diverse sample, examine consumers from multiple digital marketplaces, and consider additional mediating or moderating factors, such as brand image, perceived value, and customer experience. Incorporating these variables may provide deeper insights into the factors influencing consumer purchase decisions.

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The data that support the findings of this study are available from the corresponding author upon reasonable request.



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