

The Influence of Celebrity Endorsement, Content Marketing, and Brand Trust on Generation Z's Purchase Intention in Shopee

Praba Phatriscia¹, Audita Nuvriasari¹

¹ Universitas Mercu buana Yogyakarta, Yogyakarta, Indonesia
220510196 @student.mercubuana-yogya.ac.id

Abstract

The rapid growth of e-commerce has intensified competition among skincare brands on Shopee, where Generation Z represents a significant consumer segment. Understanding the determinants of their purchase intention is essential for developing effective digital marketing strategies. This study aims to examine the influence of celebrity endorsement, content marketing, and brand trust on Generation Z's purchase intention toward skincare products on Shopee. A quantitative approach was employed using a survey of 100 respondents selected through non-probability sampling. Data were collected using a structured questionnaire and analyzed using multiple linear regression. The results confirmed that all instruments were valid and reliable, and the classical assumption tests indicated that the data were normally distributed and free from multicollinearity and heteroscedasticity. The findings show that celebrity endorsement and brand trust have a positive and significant effect on purchase intention, while content marketing does not significantly influence purchase intention. These results highlight the importance of credible endorsers and strong brand trust in shaping Generation Z's purchasing decisions. The study provides practical insights for skincare brands to prioritize trust-building strategies and effective endorsement in online marketplaces.

Keywords

Brand Trust, Celebrity Endorsement, Content Marketing, Purchase Intention.

1. Introduction

The skincare industry in Indonesia is currently experiencing rapid growth, driven by a shift in consumer preferences from temporary makeup products to long-term skin care solutions that emphasize skin health and sustainability. Increasing awareness of self-care, exposure to beauty trends on social media, and the influence of digital communities have accelerated this transformation in consumption behavior. The projected value of the skincare market in Indonesia is estimated to reach IDR 2.4–3.1 billion, with significant annual growth. This expansion is further supported by the rapid development of e-commerce, which facilitates easier access to products and information. Online marketplaces such as Shopee have become dominant transaction platforms, particularly among Generation Z consumers who are highly active in digital environments. This segment tends to favor products with a modern image, affordable prices, aesthetic packaging, and strong online credibility, thereby increasing purchasing and exploratory behavior on digital platforms (Nurfadhila, 2024).

Purchase intention refers to the psychological stage preceding an actual purchase decision and reflects a consumer's willingness to buy a product. It is influenced by marketing stimuli as well as consumers' attitudes and trust toward a brand (Adriyati & Indriani, 2017; Lubis et al., 2018). In digital marketplaces, purchase intention is shaped by promotional exposure and peer-generated information. Ha and Lam (2016) identify transactional, preferential, exploratory, and trial interests as key dimensions indicating the likelihood of future purchasing behavior.

Digital marketing strategies through celebrity endorsements are a key factor influencing the purchasing intentions of the younger generation through the involvement of public figures in product promotions (Hasanah & Giyartiningrum, 2022; Macheka et al., 2024). This strategy includes selecting relevant celebrities, content collaborations, and leveraging digital popularity to expand brand reach (Bergkvist & Zhou, 2016; Jha et al., 2020; Rizkiana, 2022). While many studies, including those by Osei-Frimpong et al. (2019), Kumar (2019), Schimmelpfennig and Hunt (2020), Natalia and Rizan (2021), and Leonita (2023), have shown how effective celebrity endorsements are at greatly boosting purchase intentions, other studies present contradictory results, suggesting that celebrity endorsements do not always have a significant impact on purchase intention. This is because consumers tend to rely more on information from other users' experiences than on promotions from public figures, which are perceived as less relevant or inauthentic.

Furthermore, content marketing plays a strategic role through the distribution of creative content such as valuable, relevant, and consistent photos and videos to attract Generation Z audiences (Mukarromah et al., 2022; Putri & Dermawan, 2023; Alam et al., 2024). Several studies, including those by Pidada and Suyasa (2021) and Tabelessy (2022), have shown that high-quality marketing content can significantly stimulate consumer purchase intention. However, other research suggests that

content marketing has no significant impact if there is irregularity in content presentation, which can reduce audience appeal and engagement (Septiarini & Ezra, 2023).

This demonstrates that creativity and strong digital skills are essential for the effectiveness of content-based marketing strategies in the digital era. In addition to digital marketing strategies, brand trust is a factor in building long-term relationships that increase consumer confidence in purchasing products (Chandramohan, 2024; Thessalonian & Prasetyo, 2025; Subarkah, 2025). Brand trust reflects a sense of security and confidence that a brand is reliable and capable of meeting consumer needs and values (Shin et al., 2016; Ali et al., 2021; Ellitan et al., 2022). Although Dam (2020) as well as Then and Johan (2021) found that brand trust significantly increases purchase intention, Geraldine and Adam (2025) reported contrasting findings, suggesting that trust in a brand does not necessarily guarantee purchase intention, particularly when the brand is relatively new and not widely recognized. Prior research shows inconsistent results on the effects of celebrity endorsement, content marketing, and brand trust on purchase intention, with limited evidence from Generation Z skincare consumers on Shopee in Indonesia. Hence, further empirical investigation is required. Given the intense competition on Shopee, this research is important to examine these factors in order to design a more effective marketing strategy that is in line with the characteristics of Generation Z consumers. Thus, this study aims to examine the effect of celebrity endorsement, content marketing, and brand trust on purchase intention.

2. Literature Review and Hypothesis Development

2.1. Celebrity Endorsements on Purchase Intention

Celebrity endorsement is a marketing strategy in which companies involve celebrities, public figures, or influential individuals who utilize their social status and reputation to attract consumer attention and strengthen brand appeal (Majid et al., 2023). Because social media platforms are so widely used in the digital age and allow celebrities to interact directly with enormous audiences, this tactic has grown in importance. By linking a product to a well-known person, businesses hope to boost the brand's popularity, legitimacy, and favorable image. Research by Permatasari et al. (2025) indicates that celebrity endorsement can shape positive consumer attitudes, thereby increasing interest and the likelihood of purchase. This suggests that endorsements function not only as promotional tools but also as persuasive communication mechanisms that influence consumer perceptions.

The effectiveness of celebrity endorsement is often explained through key attributes such as attractiveness, trustworthiness, and expertise. These characteristics enhance message credibility and strengthen consumers' confidence in the promoted product. In addition, Aslinda and Rahayu (2024) argue that popularity and credibility can increase consumer trust, broaden market reach, and stimulate

purchase intention. Other factors, including the celebrity's gender, type and number of endorsements, and overall credibility, have also been found to influence consumer purchase intentions (Ertugan & Mupindu, 2019). Therefore, the strategic selection of appropriate endorsers plays a crucial role in maximizing marketing effectiveness and shaping consumer behavioral responses.

H1: Celebrity endorsements have a positive and significant purchasing intention.

2.2. The Effect of Content Marketing on Purchase Intention

In order to draw in and hold on to a precisely defined audience and eventually promote lucrative consumer behavior, content marketing is a strategic marketing method that places an emphasis on the production and dissemination of worthwhile, pertinent, and consistent material. In the digital marketplace, content marketing plays a crucial role in shaping consumer perceptions by providing informative and engaging material that supports purchasing decisions. Unlike traditional promotional strategies, content marketing focuses on delivering meaningful information that addresses consumer needs and preferences. Mukarromah et al. (2022) found that engaging marketing content significantly increases purchase intention, as frequently viewed and appealing content can stimulate consumer interest and influence their buying tendencies.

Furthermore, presenting relevant, valuable, and consistent content can fulfill consumers' informational needs while simultaneously building trust and engagement, which ultimately enhances purchase intention (Rizkiana, 2022). Martha et al. (2024) emphasize that effective content marketing should be informative, reliable, unique, engaging, and intelligent to successfully influence consumer behavior. Additionally, the intensity of interaction between brands and consumers through content marketing can strengthen relationships and foster long-term engagement, thereby positively affecting purchase intention. These findings suggest that well-designed content strategies are essential for influencing consumer decisions in competitive digital environments

H2: Content marketing has a positive and not significant effect on purchasing intention.

2.3. The Effect of Brand Trust on Purchase Intention

Brand trust is a crucial factor that reflects consumers' confidence in a brand or product offered by a company or retailer. It represents consumers' belief, formed through perception and experience, that a brand is reliable, honest, and capable of delivering its promised value (Prameka et al., 2016; Reynaldi & Nuvriasari, 2024). In competitive digital markets, trust becomes increasingly important as consumers

cannot directly evaluate products before purchase. Anindya and Akbar (2025) found that stronger consumer trust significantly increases purchase intention, indicating that trust reduces perceived risk and uncertainty in online transactions. Similarly, Sya'diyah and Handriana (2024) demonstrated that brand competence and commitment are key determinants of consumer purchase intention.

Moreover, brand trust influences various behavioral intentions, including the willingness to transact, recommend, choose, and seek further information about a brand (Isnubroto & Ridanasti, 2025). A strong brand supported by effective social media marketing strategies can also stimulate positive electronic word-of-mouth (e-WOM), which further enhances consumer purchase intention (Salhab et al., 2023). Chandramohan (2024) emphasizes that marketers must build emotional connections with their audience to strengthen brand image and cultivate trust. Therefore, establishing and maintaining brand trust is essential for encouraging sustained consumer interest and purchasing behavior in digital marketplace environments.

H3: Brand trust has a positive and significant effect on purchasing intention.

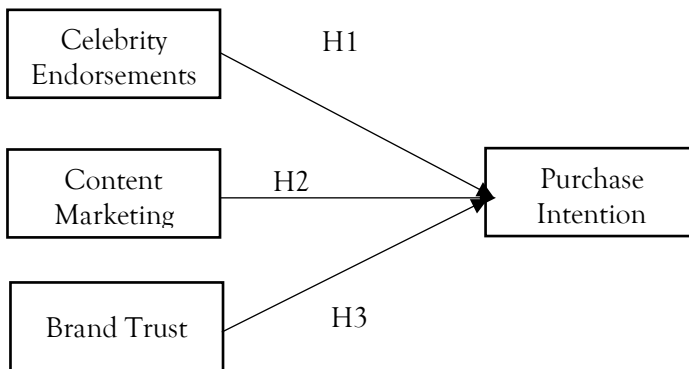


Figure 1. Conceptual Framework

Figure 1 illustrates the conceptual framework of this study, which examines the influence of celebrity endorsements, content marketing, and brand trust on purchasing intention. The model proposes that celebrity endorsements have a positive and significant effect on purchasing intention (H1), as the credibility, attractiveness, and popularity of endorsers can enhance consumers' interest in a product. Content marketing is hypothesized to have a positive but not significant effect on purchasing intention (H2), indicating that although informative and engaging content may attract attention, it does not necessarily translate into a strong intention to purchase. Meanwhile, brand trust is expected to have a positive and significant effect on purchasing intention (H3), suggesting that consumers who perceive a brand as reliable and credible are more likely to develop the intention to buy.

3. Methods

This study uses a quantitative methodology to investigate and analyze the assumptions put forth regarding how brand trust, content marketing, and celebrity endorsements affect customers' intentions to make purchases. Because it allows for the measurement of correlations between variables and the evaluation of their causal effect using statistical processes, a quantitative design was chosen. According to predefined criteria, data were collected from respondents at a specific point in time for the study's cross-sectional framework.

Structured questionnaires were distributed to qualified respondents as part of a survey approach used to collect data. Perceptions of brand credibility, content marketing tactics, celebrity endorsement techniques, and intention to buy skincare goods on Shopee were all directly addressed in the questionnaire items. To gauge the degree of agreement with each statement, responses were scored on a five-point Likert scale that went from strongly disagree to strongly agree.

The target population comprises Generation Z individuals in Indonesia who actively use Shopee as an online shopping platform. Purposive sampling, a non-probability sample technique where participants are chosen based on certain characteristics, was used in the sampling process. The inclusion criteria consist of Shopee users who have either never purchased skincare products or have previously bought a particular skincare brand but express an intention to try a different brand that they have not used before. Additionally, respondents were required to be between 17 and 28 years old. Based on these requirements, 100 respondents were included in the final sample.

The study investigates three independent variables, namely, celebrity endorsement, content marketing, and brand trust, and one dependent variable, purchase intention. Celebrity endorsement is operationalized through dimensions such as trustworthiness, expertise, attractiveness, similarity, liking, familiarity, and congruence between the celebrity and the promoted brand or product (Ha & Lam, 2016; Osei-Frimpong et al., 2019). Content marketing is measured using indicators including informativeness, entertainment value, credibility, interactivity, relevance, usefulness, clarity, and consistency (Jafarova & Tolon, 2022). Brand trust is assessed based on the brand's ability to fulfill consumer expectations, satisfaction levels, overall confidence in the brand, and perceived security when using the product (Sanny et al., 2020).

Multiple Linear Regression analysis was used to process the gathered data in order to ascertain the extent and direction of the independent variables' effect on purchase intention. Validity and reliability evaluations were carried out prior to hypothesis testing in order to guarantee the instruments' internal consistency and measurement accuracy. To confirm the sufficiency of the regression model, traditional assumption tests such as normality, multicollinearity, and

heteroscedasticity analyses were also carried out. SPSS (Statistical Package for the Social Sciences) was used for all statistical calculations

4. Results

The study's empirical findings, which were derived from data gathered from 100 eligible respondents, are presented in this section. The purpose of the analysis is to look at how Generation Z's intention to buy on Shopee is impacted by brand trust, content marketing, and celebrity endorsement. To make sure the measuring tools and regression model were adequate, validity and reliability tests, as well as traditional assumption tests, were carried out before hypothesis testing. The strength and significance of the correlations between the independent variables and purchase intention were then ascertained using multiple linear regression analysis.

Table 1. Validity & Reliability Test

| Variable | Indicator | r count | r table | Significant | Cronbach Alpha | Information |
|----------------------------------|-----------|------------|------------|-------------|-------------------|---------------------|
| Celebrity Endorsement (X1) | X1.1 | 0.859 | 0.1966 | 0.001 | 0.903 | Valid & Reliable |
| | X1.2 | 0.811 | | 0.001 | | |
| | X1.3 | 0.757 | | 0.001 | | |
| | X1.4 | 0.753 | | 0.001 | | |
| | X1.5 | 0.806 | | 0.001 | | |
| | X1.6 | 0.738 | | 0.001 | | |
| | X1.7 | 0.855 | | 0.000 | | |
| Content Marketing (X2) | X2.1 | 0.792 | 0.1966 | 0.001 | 0.894 | Valid & Reliable |
| | X2.2 | 0.761 | | 0.001 | | |
| | X2.3 | 0.732 | | 0.001 | | |
| | X2.4 | 0.677 | | 0.001 | | |
| | X2.5 | 0.837 | | 0.001 | | |
| | X2.6 | 0.705 | | 0.001 | | |
| | X2.7 | 0.779 | | 0.001 | | |
| Brand Trust (X3) | X2.8 | 0.832 | 0.1966 | 0.000 | 0.908 | Valid & Reliable |
| | X3.1 | 0.795 | | 0.001 | | |
| | X3.2 | 0.810 | | 0.001 | | |
| | X3.3 | 0.822 | | 0.001 | | |
| | X3.4 | 0.855 | | 0.001 | | |
| | X3.5 | 0.869 | | 0.001 | | |
| Purchase intention (Y) | X3.6 | 0.822 | 0.1966 | 0.000 | 0.791 | Valid & Reliable |
| | Y.1 | 0.745 | | 0.001 | | |
| | Y.2 | 0.804 | | 0.001 | | |
| | Y.3 | 0.808 | | 0.001 | | |
| | Y.4 | 0.479 | | 0.001 | | |
| Y.5 | 0.813 | 0.000 | | | | |

All of the measurement items for the variables of brand trust (X3), purchase intention (Y), content marketing (X2), and celebrity endorsement (X1), according to Table 1, have correlation coefficients (r-calculated) higher than the r-table value of 0.1966, with significance values (p) less than 0.05. According to these findings, every questionnaire item satisfies the validity requirements and is suitable for additional examination. Additionally, the findings of the reliability test show that all research variables have Cronbach's Alpha values higher than 0.60, indicating the internal consistency and dependability of the measuring tools. As a result, the study's variables are regarded as reliable for evaluating hypotheses.

Table 2. Normality Test Results

| Description | Value |
|-------------------------------------|------------|
| N | 100 |
| Mean | 0.000 |
| Std. Deviation | 2.04471887 |
| Most Extreme Differences (Absolute) | 0.080 |
| Most Extreme Differences (Positive) | 0.041 |
| Most Extreme Differences (Negative) | -0.080 |
| Test Statistic | 0.080 |
| Asymp. Sig. (2-tailed) | 0.110 |

According to Table 2's findings for the One Sample Kolmogorov-Smirnov test, the Asymp. Sig. (2-tailed) value is 0.110, which is more than 0.05. This implies that the data from the study are dispersed consistently.

Table 3. Multicollinearity & Heteroscedasticity Test

| Variable | Multicollinearity Test | | Heteroscedasticity Test |
|-----------------------|------------------------|-------|-------------------------|
| | Tolerance | VIF | Sig. |
| Celebrity Endorsement | 0.235 | 4.255 | 0.188 |
| Content Marketing | 0.209 | 4.774 | 0.475 |
| Brand Trust | 0.352 | 2.842 | 0.656 |

The variables celebrity endorsement, content marketing, and brand trust have tolerance values greater than 0.10 and Variance Inflation Factor (VIF) values below 10, according to the results of the multicollinearity and heteroscedasticity tests shown in Table 3. This suggests that there is no significant correlation between the independent variables. In addition, the Glejser test shows significance values of 0.188 for celebrity endorsement, 0.475 for content marketing, and 0.656 for brand trust, all of which exceed the 0.05 threshold. These findings confirm that the regression model does not experience multicollinearity or heteroscedasticity, meaning that the

classical assumption requirements have been fulfilled and the model is appropriate for further hypothesis testing.

Table 4. Results of Multiple Linear Regression Analysis

| Variables | B | Std. Error | Beta | t-statistics | Sig. |
|-----------------------|-------|------------|-------|--------------|-------|
| (Constant) | 2.546 | 1.477 | – | 1.724 | 0.088 |
| Celebrity Endorsement | 0.238 | 0.093 | 0.339 | 2.567 | 0.012 |
| Content Marketing | 0.153 | 0.098 | 0.218 | 1.560 | 0.122 |
| Brand Trust | 0.237 | 0.092 | 0.277 | 2.564 | 0.012 |

The regression equation derived from the multiple linear regression analysis's findings is as follows: $Y = 2.546 + 0.238X_1 + 0.153X_2 + 0.237X_3 + e$. According to Table 4, the purchase intention variable stays at a value of 2.546 when the variables of brand trust, content marketing, and celebrity endorsement are taken to be zero. This is indicated by the constant value (β_0) of 2.546. When the independent variables in the regression model are not present, this constant represents the initial level of purchase intention.

Additionally, all independent factors have positive trends toward purchase intention, according to the regression coefficients. According to the celebrity endorsement coefficient (0.238), there will be a 0.238-unit rise in buy intention for every unit increase in celebrity endorsement. In a similar vein, content marketing has a coefficient of 0.153, meaning that for every unit increase in content marketing, purchase intention rises by 0.153. In contrast, brand trust has a coefficient of 0.237, which indicates that a one-unit increase in brand trust results in a 0.237-unit increase in purchase intention. These results imply that higher levels of customer purchase intention are linked to advancements in brand trust, content marketing, and celebrity endorsement.

Table 5. Partial Test Results (t-Test)

| Hypothesis | t-statistics | Sig. | Criteria | Decision |
|--|--------------|-------|------------|----------|
| Celebrity Endorsement → Purchase Intention | 2.567 | 0.012 | $p < 0.05$ | Accepted |
| Content Marketing → Purchase Intention | 1.560 | 0.122 | $p > 0.05$ | Rejected |
| Brand Trust → Purchase Intention | 2.564 | 0.012 | $p < 0.05$ | Accepted |

Based on the t-test results presented in Table 5, with a t-statistic of 2.567 above the t-table value of 1.661 and a significance level of 0.012 ($p < 0.05$), it can be concluded that celebrity endorsement has a positive and significant impact on Generation Z's intention to purchase skincare products on Shopee, resulting in the acceptance of H1. On the other hand, given that the significance threshold of 0.122 is higher than 0.05 and the t-statistic of 1.560 does not surpass the t-table value of

1.661, H2 is rejected, indicating that content marketing has no discernible impact on purchase intention. Meanwhile, with a t-statistic of 2.564 above 1.661 and a significance value of 0.012 ($p < 0.05$), brand trust shows a positive and substantial influence on purchase intention, supporting H3.

Table 6. Results of the Determination Coefficient (R^2) Test

| Description | Value |
|----------------------------|-------|
| R | 0.778 |
| R Square | 0.606 |
| Adjusted R-Square | 0.594 |
| Std. Error of the Estimate | 2.076 |

Table 6 shows that the Adjusted R-Square value was 0.594, or 59.4%. This indicates that customers' intent to purchase skincare products on the Shopee marketplace is moderately influenced by brand trust, content marketing, and celebrity endorsements, with the remaining 40.6% coming from other factors that are outside the purview of this study.

5. Discussion

The results of Hypothesis 1 testing demonstrate that celebrity endorsement has a positive and significant effect on Generation Z's purchase intention for skincare products on the Shopee marketplace. This finding confirms that an effective endorsement strategy can shape favorable perceptions and stimulate purchasing interest through persuasive communication and symbolic influence. In particular, celebrity attractiveness reflected in physical appearance, personality, credibility, and lifestyle congruence emerges as a dominant factor that enhances consumer engagement and emotional attachment to endorsed products. Generation Z consumers tend to associate the endorser's image with product quality and desirability, thereby strengthening their intention to purchase. This result is consistent with prior studies by Nyamakanga et al. (2019) and Shi et al. (2020), which found that celebrity endorsement significantly influences purchase intention in the beauty and skincare sector. The alignment of these findings suggests that the persuasive power of celebrities remains highly relevant, particularly among digitally active consumers who are frequently exposed to influencer-driven marketing.

In contrast, the results of Hypothesis 2 indicate that content marketing does not have a significant effect on Generation Z's purchase intention for skincare products on Shopee. Although content marketing is designed to educate, entertain, and engage consumers, it appears that informative or promotional content alone is insufficient to directly drive purchasing decisions within this segment. Generation Z consumers may perceive content primarily as a source of product knowledge rather than as a persuasive trigger for buying behavior. They tend to prioritize tangible product attributes, such as suitability for skin type, ingredients, safety, and proven

effectiveness, over the attractiveness of marketing narratives. This finding is in line with previous research conducted by Salsabila and Lestari (2024) and Palulungan et al. (2025), which also reported that content marketing did not significantly influence purchase intention for skincare products. The consistency of these results indicates that, while content marketing may support awareness and information dissemination, it does not necessarily translate into immediate purchase intention without being reinforced by stronger psychological or relational factors.

Furthermore, the results of Hypothesis 3 reveal that brand trust has a positive and significant influence on Generation Z's purchase intention. Trust in the brand, particularly confidence in product safety, BPOM registration, and halal certification, plays a central role in shaping consumers' willingness to buy skincare products. For products directly applied to the skin, perceived risk is relatively high; therefore, assurance of safety and credibility becomes a decisive determinant of purchase intention. This finding corroborates the results of Dam (2020) and Then and Johan (2021), who found that brand trust significantly enhances consumers' intention to purchase skincare products. The agreement between this study and prior research highlights that trust functions as a critical psychological foundation in consumer decision-making, particularly within online marketplace environments where direct product evaluation is limited.

From a managerial perspective, these findings imply that skincare brands targeting Generation Z on Shopee should prioritize building strong brand trust and leveraging credible, attractive celebrity endorsers who align with the brand's values and target audience. While content marketing remains useful for providing information, it should be integrated with trust-building strategies and endorsement credibility to effectively influence purchase intention. Marketers are encouraged to emphasize product certifications, safety assurances, authenticity, and transparent communication, while also designing endorsement campaigns that resonate emotionally and socially with Generation Z consumers.

6. Conclusion

This study concludes that celebrity endorsement and brand trust have a positive and significant effect on Generation Z's purchase intention for skincare products on the Shopee marketplace, while content marketing does not show a significant influence. The findings indicate that the effectiveness of celebrity endorsement strategies and the strength of consumer trust in a brand play important roles in increasing purchase intention. Conversely, content marketing alone may not be sufficient to directly drive purchasing interest among Generation Z consumers.

From a business standpoint, our findings suggest that skincare companies aiming to reach Generation Z on Shopee should give top priority to choosing relevant and reliable celebrities who complement the company image. They should also focus on enhancing brand trust by providing consistent product quality and

open communication. Developing trust seems to influence purchase intention more so than creating interesting marketing material alone.

However, this study has several limitations. The coefficient of determination shows that the independent variables explain 59.4% of the variance in purchase intention, indicating that other factors outside the model may also influence consumer behavior. Additionally, the research focuses on skincare products in general rather than specific brands, which may limit the depth of brand-specific insights.

Therefore, future research is recommended to incorporate additional variables, such as price perception, electronic word-of-mouth, brand image, or social influence, to enhance the explanatory power of the model. Further studies may also focus on specific skincare brands with a more proportional sample distribution to obtain more detailed and comparative insights.

References

- Adriyati, R., & Indriani, F. (2017). Pengaruh electronic word of mouth terhadap citra merek dan minat beli pada produk kosmetik Wardah. *Diponegoro Journal of Management*, 6(4), 908-921.
- Alam, W. Y., Rohmah, C. J., Aditya, D. D., & Putri, N. (2024). Strategi content marketing dalam membangun brand awareness pada produk skincare Skintific. *Jurnal Ilmiah Manajemen dan Kewirausahaan*, 5(2), 681-688.
- Ali, A., Sherwani, M., Ali, A., Ali, Z., & Sherwani, M. (2021). Investigating the antecedents of halal brand product purchase intention: An empirical investigation. *Journal of Islamic Marketing*, 12(7), 1339-1362.
- Anindya, A. L., & Akbar, R. R. (2025). Pengaruh brand trust dan online customer review terhadap minat beli pada marketplace Bukalapak. *JEMSI (Jurnal Ekonomi, Manajemen, Dan Akuntansi)*, 11(1), 377-388.
- Aslinda, A., & Rahayu, W. (2024). The effect of celebrity endorsement and perceived quality on purchase intention with perceived value as mediation in scarlett cosmetics in malang city. *Social Science Studies*, 4(5), 327-348.
- Bergkvist, L., & Zhou, K. Q. (2016). Celebrity endorsements: A literature review and research agenda. *International Journal of Advertising*, 35(4), 642-663.
- Chandramohan, S. (2024). Effect of brand image and brand trust on purchase intention of fast-moving consumer goods. *International Journal of Scientific Research in Engineering and Management*, 8(12), 1-11.
- Dam, T. C. (2020). Influence of brand trust, perceived value on brand preference and purchase intention. *The Journal of Asian Finance, Economics and Business*, 7(10), 939-947.
- Ellitan, L., Harvina, L. G. D., & Lukito, R. S. H. (2022). The effect of social media marketing on brand image, brand trust, and purchase intention of Somethinc

- skincare products in Surabaya. *Journal of Entrepreneurship & Business*, 3(2), 104-114.
- Ertugan, A., & Mupindu, P. (2019). Understanding the relationship between celebrity endorsement on social media and consumer purchasing intention. *International Journal Of advanced and applied sciences*, 6(5), 59-66.
- Geraldine, C., & Adam, M. R. R. (2025). Determinants of repeat purchase intention through brand trust: study on halal cosmetics among non-muslim consumers. *International Journal of Digital Entrepreneurship and Business*, 6(1), 31-45.
- Ha, N. M., & Lam, N. H. (2016). The effects of celebrity endorsement on customer's attitude toward brand and purchase intention. *International Journal of Economics and Finance*, 9(1), 64-77.
- Hasanah, U., & Giyartiningrum, E. (2022). Pengaruh brand image, kualitas produk dan endorsement selebriti Instagram terhadap minat beli konsumen pada produk skin care MS GLOW. *Journal Competency of Business*, 5(02), 155-172.
- Isnubroto, R., & Ridanasti, E. (2025). The effect of brand image, brand experience through brand trust on purchase intention, brand by byaz on Instagram. *MECJ (Management and Economics Journal)*, 9(2), 177-194.
- Jafarova, K., & Tolon, M. (2022). The effect of content marketing in social media on brand loyalty and purchase intention. *Journal of Business Management and Economic Research*, 6(4), 160-184.
- Jha, M., Bhattacharjee, K., Priti, C., & Heng, W. H. (2020). A study in role of celebrity endorsements on consumer buying behaviour. *Asia-Pacific Journal of Management and Technology*, 1(2), 13-19.
- Kumar, S. (2019). Celebrity endorsement and purchase intentions: The role of perceived quality and brand loyalty. *Journal of Marketing and Management*, 14(2).
- Leonita, L. (2023). The impact of celebrity endorsement on purchase intention of local skincare brand: the role of perceived quality and perceived value. *Journal of Business Studies and Management Review*, 6(2), 128-134.
- Lubis, M. R. H., Nuryakin, N., & Susanto, S. (2018). Understanding customer purchase intention of pc product on Indonesia. *APMBA (Asia Pacific Management and Business Application)*, 7(2), 109-122.
- Macheka, T., Quaye, E. S., & Ligaraba, N. (2024). The effect of online customer reviews and celebrity endorsement on young female consumers' purchase intentions. *Young Consumers*, 25(4), 462-482.
- Majid, S., Sholahuddin, M., Soepatin, S., & Kuswati, R. (2023). The impact of celebrity endorsement on consumer's purchase intention. *Management Studies and Entrepreneurship Journal (MSEJ)*, 4(3), 20-26.
- Martha, H. L., Nuryakin, N., & Arni, A. (2024). The effect of content marketing and ewom on purchase intention and brand image. *Sentralisasi*, 13(1), 199-214.

- Mukarromah, U., Sasmita, M., & Rosmiati, L. (2022). Pengaruh konten marketing dan citra merek terhadap keputusan pembelian dengan dimediasi minat beli pada pengguna aplikasi Tokopedia. *MASTER: Jurnal Manajemen Strategik Kewirausahaan*, 2(1), 73-84.
- Natalia, U., & Rizan, M. (2021). The influence of celebrity endorser toward emotional attachment and brand trust that impact to purchase intention. *Jurnal Dinamika Manajemen dan Bisnis*, 4(2), 1-20.
- Nurfadhila, N. I. (2024). The influence of brand image and online marketing on purchase decision of rare beauty in Indonesia. *Asian Journal of Research in Business and Management*, 6(1), 114-130.
- Nyamakanga, N. F., Viljoen, K., & Ford, M. (2019). Local and international celebrity endorsers' credibility and consumer purchase intentions. *Acta Commercii*, 19(1), 1-9.
- Osei-Frimpong, K., Donkor, G., & Owusu-Frimpong, N. (2019). The impact of celebrity endorsement on consumer purchase intention: An emerging market perspective. *Journal of Marketing Theory and Practice*, 27(1), 103-121.
- Palulungan, J., Angliadi, K. J., & Asalui, A. T. (2025). Content marketing impact on consumer purchase decision through purchase intention of skintific skincare product. *Research Horizon*, 7(4), 56-66.
- Permatasari, I. A., Widodo, A., Rubiyanti, N., & Silvianita, A. (2025). The impact of celebrity endorsement on young female consumers' purchase intention: The mediating effects of customer attitude (A study in Indonesia beauty industry). *Formosa Journal of Multidisciplinary Research*, 4(1), 293-302.
- Pidada, I. A. I., & Suyasa, P. G. G. T. (2021). The impact of content marketing, influencers, and e-promotion on purchase intention. *Jurnal Ekonomi dan Bisnis Airlangga*, 31(2), 117-129.
- Prameka, A. S., Do, B. R., & Rofiq, A. (2016). How brand trust is influenced by perceived value and service quality: mediated by hotel customer satisfaction. *APMBA (Asia Pacific Management and Business Application)*, 5(2), 73-88.
- Putri, M. K., & Dermawan, R. (2023). Influence of content marketing and influencer marketing on the purchase intention of Somethinc products on TikTok Gen Z users in Surabaya. *Indonesian Journal of Business Analytics*, 3(5), 1663-1672.
- Reynaldi, R., & Nuvriasari, A. (2024). The influence of brand image and perceived value on purchasing decisions with brand trust as mediation. *Research Horizon*, 4(3), 179-188.
- Rizkiana, L. (2022). *Pengaruh celebrity endorsement terhadap citra merek dan keputusan pembelian produk makeover (Studi Persepsi Mahasiswa Universitas Muhammadiyah Yogyakarta)*. Yogyakarta: Universitas Muhammadiyah Yogyakarta (Bachelor's

dissertation).

- Salhab, H., Allahham, M., Abu-Alsondos, I., Frangieh, R. H., Alkhwaldi, A., & Ali, B. (2023). Inventory competition, artificial intelligence, and quality improvement decisions in supply chains with digital marketing. *Uncertain Supply Chain Management*, 11(4), 1915-1924.
- Salsabila, F. N., & Baroroh Lestari. (2024). Pengaruh content marketing dan e-WOM terhadap purchase intention pada media sosial TikTok. *Jurnal Ekonomi dan Bisnis Digital*, 2(2), 1031-1034.
- Schimmelpfennig, C., & Hunt, J. B. (2020). Fifty years of celebrity endorser research: Support for a comprehensive celebrity endorsement strategy framework. *Psychology & Marketing*, 37(3), 488-505.
- Septiarini, E. & Ezra, K. (2023). Pengaruh Instagram konten marketing terhadap purchase intention membership fitness center yang dimediasi brand engagement. *Journal of Trends Economics and Accounting Research*, 4(2), 338-345.
- Shi, P., Lu, X., Zhou, Y., Sun, C., Wang, L., & Geng, B. (2021). Online star vs. celebrity endorsements: The role of self-concept and advertising appeal in influencing purchase intention. *Frontiers in psychology*, 12(4), 736-743.
- Shin, H., Casidy, R., Yoon, A., & Yoon, S.-H. (2016). Brand trust and avoidance following brand crisis: A quasi-experiment on the effect of franchisor statements. *Journal of Brand Management*, 23(5), 1-23.
- Subarkah, K. (2025). The effect of content marketing on purchase intention through brand trust as a mediating variable in Gen Z skincare users. *Dinasti International Journal of Education Management and Social Science*, 6(6), 4430-4440.
- Sya'diyah, L., & Handriana, T. (2024). Pengaruh brand trust pada perceived value dan perceived risk dampaknya terhadap purchase intention pada jasa ekspedisi jne di marketplace shopee. *Jurnal Ilmiah Ekonomi Bisnis*, 29(3), 519-533.
- Tabelessy, W. (2022). Minat beli konsumen Kedai Blue Shelter dipengaruhi oleh content marketing dan word of mouth. *EQUILIBRIA: Jurnal Fakultas Ekonomi*, 9(2), 179-186.
- Then, N., & Johan, S. (2021). Effect of product quality, brand image, and brand trust on purchase intention of SK-II skincare products brand in Jakarta. *Jurnal Manajemen Bisnis dan Kewirausahaan*, 5(5), 530-539.
- Thessalonian, J., & Prasetyo, W. B. (2025). Social media marketing, brand image, dan brand trust: pengaruhnya terhadap purchase intention skincare lokal. *Economic Reviews Journal*, 4(3), 1264-1281.