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**| RESEARCH ARTICLE**

**The Impact of e-WOM and Celebrity Endorser on Purchase Intention Mediated by Brand Image: A Study on Halal Cosmetic Products**

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**| ABSTRACT**

The development of the internet makes the growth of e-commerce, one of which is Shopee. In Indonesia, Shopee is an online buying and selling facility that provides various products, including fashion, gadgets, cosmetics, etc.; this study aims to analyze the impact of Electronic Word of Mouth, Celebrity Endorser on purchase intention mediated with Brand image study on the halal cosmetic product in shoppe marketplace. The research technique used is quantitative, data collection uses a questionnaire method, and the sample in this study amounted to 100 people. Analysis in this study was assisted using SmartPLS 3.0. The result is that e-WOM and celebrity endorser have positive and significant effects on Brand Image. In addition, e-WOM and celebrity endorser have positive and significant effects on purchase intention. While, e-WOM has a positive and significant effect on purchase intention mediated by brand image, Celebrity endorsers have an effect on purchase intention mediated by brand image, and brand image has a positive and significant effect on purchase intention at shopee. This research focuses on products with halal labels in the Shopee marketplace.

**| KEYWORDS**

Electronic Word of mouth, Celebrity Endorser, Brand Image, Purchase Intention

**| ARTICLE INFORMATION**

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**1. Introduction**

An innovation in shopping activities that has the potential to alter people's lifestyles is the introduction of internet shopping (Lendo, 2013). According to Analytic Data Advertising (ADA) data, the covid-19 epidemic caused a spike in internet shopping of 400% from March 2020. Without realizing it, limiting the masses and social distancing have robbed people of daily mobility needs and hampered the interaction of the working community (Sholahuddin, Manullang, and Sari 2021). The pandemic impacts the economy, e-commerce, technology, and business travel (Hasanat et al., 2020). According to Bank Indonesia (BI), there were 98.3 million e-commerce transactions in March 2020. Comparing this figure to February, it climbed by 18.1%. Also, from February 2020 through February 2021, the total value of e-commerce transactions climbed by 9.9 percent to Rp 20.7 trillion. A commercial transaction known as "e-commerce" entails exchanging value between people using or through digital technology (Laudon & Traver, 2017). Shopee is one of Indonesia's biggest internet marketplaces. PT Shopee International Indonesia has seen new e-commerce prospects due to rising smartphone adoption. The Indonesian e-commerce site Shopee has the most users on a monthly average. In general, Shopee refers to itself as a marketplace application. According to Databoks, a website owned and operated by online marketplace PT Katadata Indonesia, Shopee has managed to rank first in both the AppStore and PlayStore. Shopee promotes and engages in online shopping for services that make it simple for clients to conduct transactions without fiddling with technological gadgets. Offers a wide range of goods to fulfill daily needs. Currently, Shopee is one of the platforms used to advertise various halal-classified cosmetic products, including foundation, BB cream, lipstick, powder, and more.

Recently, The field of facial care in Indonesia has been increasing rapidly, namely the Halal Lifestyle, which is currently receiving international attention because of its use by Muslims. Cosmetics with a halal label benefit several stakeholders, including producers and consumers of these goods. Halal markings give customers peace of mind and protect them from product-related uncertainties. As a result, halal-certified goods are more attractive to the Indonesian Muslim community. Products with halal certification can influence customer intention to buy. According to (Kotler & Keller, 2016), brand image description means a name, term, indication, symbol, or design to identify the goods or services of a person or group of sellers and to differentiate them from competitors' goods and services.

Along with the trend of Muslims who are aware of safe products, someone is looking for an understanding of halal products that can be used, one of which is cosmetic products. One of the fundamental things for Muslims to ensure product safety is the existence of a halal label on the packaged product. The better the brand image in the minds of consumers, the higher the purchase intention (Gumelar, 2016). Information about products or services is easier to obtain and tends to be trusted by consumers through electronic word of mouth. The electronic word-of-mouth method developed along with the development of technology or electronic media and is now known as electronic word-of-mouth. According to (Bernoff and Li (2011), social media platforms allow users to engage with other users. According to (Pitta and Fowler (2005), consumers will research material posted by previous users to increase their comfort and trust before committing to a purchase.

A celebrity endorser is a statement or acknowledgment about a product, including goods and services, by a celebrity or public figure. Like cosmetics labeled halal and have a religious image, it requires celebrities who have a positive personal and Muslim impression. In this case, many cosmetics with halal labels feature celebrities who tend to be religious, such as Dewi Sandra, Inneke Koesharawati, Lisa Namuri, and Dian Pelangi. (Momzhak, 2015). Using the desired celebrity can increase brand perception by influencing consumer behavior and arousing their interest to make a purchase (Qonita & Usman, 2020). According to Schiffman and Kanuk (2007: 201), purchase intention or purchase intention is a term used to describe a psychological activity that results from thoughts and ideas about the desired goods or services. (Elseidi and El-Baz (2016) argue that communication has an impact.

Suppose the customer receives product or service information from a reliable and high-quality source. In that case, the effect of electronic word of mouth on consumer purchase intention will strongly impact consumer purchase intention. Previous research has examined whether celebrity endorsement impacts consumers' intention to purchase. Celebrity endorsements have a considerable impact on consumer buying tendencies. His study explains why celebrity endorsements are important for consumers when thinking about buying a product. Based on the research results of Muslim and Andrew (2012), Wahyuni and Suparna (2014), and Wang and Tsai (2014), it is known that celebrity endorsers have a significant on brand image and affect consumer purchase intention through the brand image of a product. Jalilvand and Samiei (2012) said that brand image affects purchase intention. Increasing a company's brand image will also increase consumers' purchase intention toward the company's products. Therefore, these study researchers are interested in researching phenomena that occur as research topics: the influence of electronic word of mouth and celebrity endorsers on purchase intention mediated with a brand image (study on halal Cosmetic products in Shopee marketplace).

## **2. Literature Review**

### **2.1 Purchase Intention**

Purchase intention is a type of consumer behavior that reflects a consumer's desire to purchase or select a product based on experience, use, and desire (Kotler and Keller) (2016: 198). Purchase intention is the desire and propensity of customers to purchase marketed goods because there is a chance they will do so in the future (Mulyati & Gesitera, 2020). The propensity of consumers' intentions toward a product and their likelihood of purchasing it is another way to define purchase intention. People will experience a powerful psychological need to act when they have an intention (Subagio & Rachmawati, 2020). Purchase intention is "an individual's conscious plan to make an effort to purchase a brand" While brand attitude is only a summary evaluation of a brand, purchase intention is a personal tendency relating to a brand to carry out a buying behavior(Weismueller et al., 2020). Purchase intention represents the possibility that consumers will plan or be willing to purchase a particular product or service. (Wu et al., 2011)

Consumers develop a purchase intention when they believe they have a need that must be met. Varina et al. (2016) claim that because the intention to acquire things predicts future customer behavior, it triggers a process prior to the purchase. Indicators of consumer purchase intent are (1) interest in seeking information from the product; (2) consideration of purchasing the product. (3) eager to try the product: (4) Wanting to learn more about and purchase things. (Randi, 2016; Schiffman & Kanuk, 2008).

### **2.2 Electronic Word of Mouth**

WOM evolved into Electronic Word of Mouth (eWOM), which means that all informal communication is shown to consumers through internet technology related to the use and characteristics of the internet. According to Litvin et al. (2008), a particular

product or service and its sales. This was because the internet's reach was so broad in the period leading up to the digital era. Hennig-Thurau et al. (2004) explain that Electronic Word of Mouth (eWOM) refers to the favorable or unfavorable remarks made by prospective customers, ongoing customers, or previous customers about a specific good or service sold by a business that is made available online. Viral marketing, commonly referred to as electronic word of mouth (eWOM), is marketing that uses the internet to replicate the effects of word-of-mouth, according to Kotler and Keller (2016). By encouraging customers to share information about the company's goods and services online via audio, video, and written messages, electronic word of mouth, or eWOM, is a form of word of mouth that spreads from one mouse click to the next. Consumers are more likely to rely on product and service reviews and comments if they consider the source credible. Electronic word of mouth (eWOM) refers to the degree to which a person perceives a recommendation as coming from a specific source, whether from a reliable person or organization (Bataineh, 2015). This can explain why Electronic Word of Mouth (EWOM) is carried out by consumers who can make a difference so that the information can be trusted. If the company itself provides information, then it has the potential to get financial benefits. Electronic Word of Mouth (eWOM) strongly affects the trust-building process and leads to a higher probability of the buying process (East et al., 2008). According to Hadi and Herawati (2008), Electronic Word of Mouth (eWOM) offers several benefits in its message, including cost-effectiveness because the dynamics of communication content can be changed as often and as quickly as possible following market needs. Another benefit of Electronic Word of Mouth (eWOM) is its nature, which is divided into multiple objectives. Electronic Word of Mouth (eWOM) can provide the function of raising awareness and motivation. This facility will certainly help consumers to find the right product according to their needs while at the same time influencing consumer behavior in shopping. The marketing strategy implemented by Lazada is based on electronic word of mouth. This strategy will increase consumers' buying interest in shopping online at Shopee (Achmad et al., 2021).

### **2.3 Celebrity Endorser**

Consumers can receive messages about a product or service from a specific sponsor through advertising. The issue of who will advertise the product sportspeople, presenters, celebrities, or regular people is the issue. Of course, this decision must be made carefully and accurately. The corporation might undertake individual evaluations to choose the celebrity representing its product while adhering to its standards and image (Kotler & Keller, 2007). It is assumed that the celebrities chosen to represent the message would directly affect brand familiarity and awareness. Only a few studies have looked at the influence of celebrity endorsement or brand equity on festival visitation. Through exposure to a celebrity's physical attributes, clothing and accessories, beauty and elegance, sexual allure, etiquette, and politeness, consumers can learn more about them. Celebrities' physical characteristics or images can be used to familiarize people with the goods they support (Sam et al., 2018).

Meanwhile, according to Shrimp in Mulyana (2017), celebrity endorsers are known to excel in the fields used to support advertised or promoted products. The employment of endorsers in marketing activities boosts sales. It raises brand awareness while also giving items a distinctive brand personality, which is anticipated to be effectively mobilized to pique customer interest in buying endorsed goods. Khoiruman (2015) Generally, a product brand's fame is a concrete representation of the many perceptions or connections consumers have of it. According to the description of the role of celebrity endorsers given above, celebrities are utilized as advertising models to promote their products to consumers. Celebrity endorsers perform various activities, including testimonials, endorsements, acting, and speaking.

### **2.4 Brand Image**

Consumers utilize the brand image as a hint when they need to learn more about a product. Customers frequently select goods they have either used themselves or about which they have learned from various sources, according to Kotler and Keller (2016). Brand image has been defined as "perceptions of the brand that reflect consumer associations in the consumer's mind." Brand image has also been suggested to be an organization or cultural activity's hallmark that sets it apart from others (Sam et al., 2018). Brand image is essentially the outcome of the consumer's perspective or perception of a specific brand, which is based on considerations and comparisons with various other brands on the same sort of goods, according to Ong and Sugiharto (2013). Brand image refers to anything associated with a brand that a consumer may recall, representing the perception of a brand that a consumer has created due to information and brand experience (Eriza, 2017). According to Tjipto (2011), brand image describes each brand consumer's associations and opinions about a specific product. Perceptions are represented by images or associations, which may or may not reflect reality objectively. The perception created by associations like this is influenced by consumer purchasing behaviour and brand loyalty.

According to Rachman and Santoso (2015), the definition of brand image is the impression that appears in a person due to an understanding formed from his knowledge and experience in viewing or assessing an organization or company. The study further demonstrated that specific product attributes directly influence consumer purchase intention, consumers' general perceptions of products from a source country, and the perceptions of the source country and this person (Lu et al., 2012). The effectiveness of brand image, according to Kotler and Armstrong (2012:216), can be gauged in three ways: Develop the personality of the product

and offer a value proposition, convey the essence of the product distinctively so that it stands out from competing goods and has the emotional pull to influence customers.

**3. Methodology**

The type of research used in this study is causal research which uses a survey method with a questionnaire tool. The method used in this research is a quantitative approach. Quantitative research deals with measuring and analyzing variables to get results. The target population in this study is university students who had made an online purchase at Shopee. This is because the number of university students in Surakarta City is large. Therefore it is enough to represent the respondents in this study. The sampling technique is purposive sampling, and the sample is 100 respondents. Data analysis with SEM PLS using Smart PLS with stages 1). Evaluation of the Measurement Model (Outer Model) is used to evaluate the validity and reliability of the model. 2). The Structural Evaluation Model (Inner Model) consists of an R-Square (R2) and Goodness of Fit. Changes in the value of R-Square can be used to explain the effect of certain exogenous latent variables on endogenous latent variables. 3). Hypothesis Testing consists of Direct Effects and Indirect Effects.

**3.1 Variable Indicators**

Table 1.1 lists the indicators of each component of Electronic Word of Mouth, Celebrity Endorser, Brand Image, and Purchase Intention. There are 19 questions regarding consumers' perception of Electronic Word of Mouth and Celebrity Endorser at Shopee Marketplace. Items consist 1). Five questions related to Electronic Word of Mouth, 2). Five questions related to Celebrity Endorser, 3) Five questions related to Brand Image, 4) Four questions related to Purchase Intention

**Table 1 Indicator of Electronic Word of Mouth (X<sub>1</sub>), Celebrity Endorser (X<sub>2</sub>), Brand Image (M), Purchase Intention**

Variable	Code	Indicator
A. Electronic Word of Mouth (X <sub>1</sub> )	P 1	1. Concern of other
	P 2	2. Expressing Positive feelings
	P 3	3. Economic intensively
	P 4	4. Platform Assistance
	P 5	5. Social Benefit
B. Celebrity Endorser(X <sub>2</sub> )	P 6	1. Trustworthiness
	P 7	2. Expertise
	P 8	3. Attractiveness
	P 9	4. Preferential interest
	P 10	5. Explorative interest
C. Brand Image (M)	P 11	1. Brand image in the eyes of consumers
	P 12	2. Strong brand names among the people
	P 13	3. Good quality
	P 14	4. Unique design features
	P 15	5. Packaging safety
D. Purchase Intention (Y)	P 16	1. Transactional interest
	P 17	2. Referral interest
	P 18	3. Preferential interest
	P 19	4. Explorative interest

**3.2 Number of Samples**

The sample is a subset of the population that exemplifies the traits of the population (Sajjad,2020). According to Gay and Diehl (1992), sample sizes of more than 30 and fewer than 500 are suitable for most investigations. Non-probability sampling is used in this investigation. Non-probability sampling is a strategy that does not provide every component or person in the population an equal chance to be chosen as a sample. The following standards were used to choose the samples: 1. The respondents are Surakarta City, university students. 2. Respondents who have purchased halal cosmetics. In this study, the researcher uses the Lemesshow formula as follows:

$$\eta = \frac{Z^2 \times P(1 - P)}{d^2}$$

Where :

n = number of samples sought

Z = Z score at 95% confidence = 1,96

P = maximum estimate

p= alpha (0,10) / sampling error = 10%

#### 4. Results and Discussion

##### 4.1 Profile of Respondent

###### 1. Description of Gender characteristics

The following are the results of the characteristics of the gender description shown in the table:

**Table 1 Description of gender characteristics**

No.	Gender	Amount	Percentage
1.	Man	29	29 %
2.	Woman	71	31 %
Total		100	100%

Source: Primary Data 2022

From table 1 above, it can be seen that the sample collected was 100 respondents divided into two sex groups. Respondents with male sex amounted to 29 people ( 29 %), and women amounted to 71 people ( 71 %). In this study, it can be concluded that most Shopee users are women.

###### 2. Description of Age characteristics

**Table 2 Description of Age Characteristics**

No.	Gender	Amount	Percentage
1.	17-19	5	4%
2.	20-22	63	77%
3.	23-25	31	18%
4.	>25	1	1%
Total		100	100%

Source: Primary Data 2022

From table 4. 2 above, it can be seen that the sample collected was 100 respondents divided into 4 age groups. Respondents aged 17-19 years were 5 people (5%), aged 20-22 years were 63 people (63%), aged 23-25 years were 31 people (31%) and aged > 25 years were 1 person (1% ).

###### 3. Description of Faculty Characteristics

The following are the results of the characteristics of the Faculty description shown in the table:

**Table 3 Description of Faculty Characteristics**

No.	Faculty	Amount	Percentage
1.	F AI	1	1 %
2.	F EB	58	58 %
3.	F H	11	11 %
4.	F IK	12	12 %
5.	F K	1	1 %
6.	F KI	2	2 %
7.	F KIP	8	8 %

8.	FB	2	2%
9.	FT	5	5%
Total		100	100%

Source: Primary Data 2022

From table 4.3 above, it can be seen that the sample collected was 100 respondents divided into 9 faculty groups. Respondents from the FAI faculty amounted to 1 person (1%); from the FEB faculty, there were 58 people (58%); from FH, 11 people (11%); from FIK, 12 people (12%, from FK 1 person (1%)), from FKI there are 2 people (2%), from FKIP there are 8 people (8%), from FP there are 2 people (2%), and from FT there are 5 (5%).

**4. Description of Earning Characteristics**

The following are the results of the characteristics of the Faculty description shown in the table:

**Table 4 Description of Income Characteristics**

No.	Income	Amount	Percentage
1.	Rp.500,000-Rp.1.000.000	32	32%
2.	Rp.1.000.000-Rp.2.000.000	34	34%
3.	Rp.2,000,000-Rp.3,000,000	18	18%
4.	> Rp. 3,000,000	18	18%
Total		100	100%

Source: Primary Data 2022

From table 4.4 above, it can be seen that the sample collected was 100 respondents divided into 4 income groups. Respondents with an income of Rp. 500,000-Rp.1,000.00/month were 32 people (32%), respondents with an income of Rp. 1,000,000-Rp. 2,000,000/month were 34 people (34%), respondents with an income of Rp. 2,000,000-Rp.3,000,000/month totaled 18 people (18%), and respondents with income >Rp.3,000,000/month amounted to 18 people (18%).

**5. Description of Usage Characteristics**

The following are the results of the characteristics of the Faculty description shown in the table:

**Table 5 Description of Usage Characteristics**

No.	Use	Amount	Percentage
1.	< 5 Times	16	16%
2.	> 5 Times	84	84%
Total		100	100%

Source: Primary Data 2022

From table .5 above, it can be seen that the sample collected was 100 respondents divided into 2 groups using Shopee. Respondents who used shopee less than 5 times were 16 people (16%), and respondents who used shopee more than 5 times were 84 people (84%).

**6. Description of Shopping Frequency Characteristics**

The following are the results of the characteristics of the Faculty description shown in the table:

**Table 4.5 Description of Shopping Frequency Characteristics**

No.	Shopping Frequency	Amount	Percentage
1.	Every day	7	7%

2.	Once a week	16	16%
3.	Two/three times a week	17	17%
4.	Once a month	46	46%
5.	I haven't shopped on Shopee in the last month	14	14%
Total		100	100%

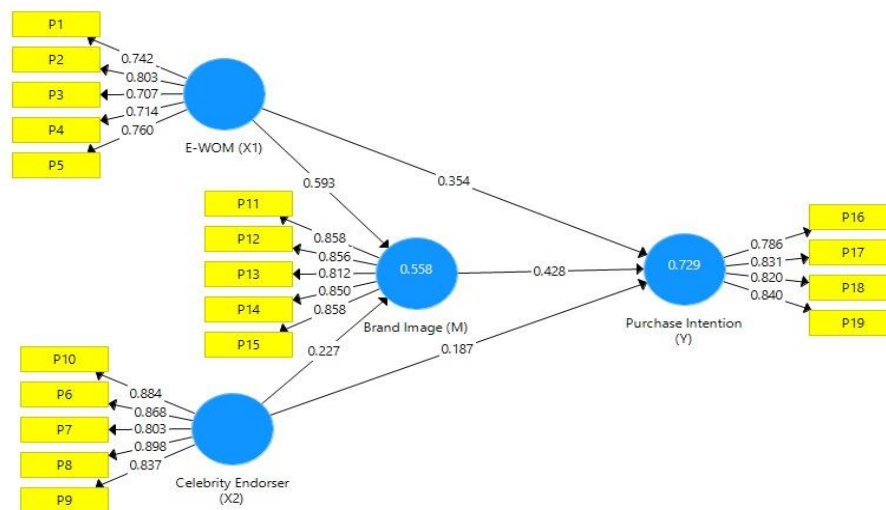
Source: Primary Data 2022

From table 4.6 above, it can be seen that the sample collected was 100 respondents divided into 5 groups of Shopping Frequency at Shopee. Respondents with a frequency of buying every day are 7 people (7%), respondents with a frequency of buying once a week are 16 people (16%), respondents with a frequency of shopping two/three times a week are 17 people (17%), and respondents with a frequency of shopping once a month amounted to 46 people (46%), and for respondents who did not shop at shopee in the last one month were 14 people (14%).

**4.2 Analysis of Result**

In this study, the test results were assisted with the help of the SmartPLS software version 3.0; the complete model can be presented in the following figure:

a. Models Test Result



Gambar 1 Outer Model

**4.2.1 Convergent validity**

Table 1. Convergent Validity

Variable	Indicator	Outer Loading	Note:
e-WOM (X <sub>1</sub> )	P1	0.742	Valid
	P2	0.803	Valid
	P3	0.707	Valid
	P4	0.714	Valid
	P5	0.760	Valid

Celebrity Endorser (X <sub>2</sub> )	P6	0.868	Valid
	P7	0.803	Valid
	P8	0.898	Valid
	P9	0.837	Valid
	P10	0.884	Valid
Brand Image (M)	P11	0.858	Valid
	P12	0.856	Valid
	P13	0.812	Valid
	P14	0.850	Valid
	P15	0.858	Valid
Purchase Intention (Y)	P16	0.786	Valid
	P17	0.831	Valid
	P18	0.820	Valid
	P19	0.840	Valid

Source: Primary Data 2022

The Outer loading value or loading factor is used to test convergent validity. This test's reflective measure or criterion with a value of outer loading is 0.05-0.60 (Ghozali 2015). Based on Table 1, all statement items proved valid

#### 4.2.2 Discriminant Validity

Discriminant validity is determined by comparing the square root of the AVE of each construct with the correlation value between constructs in the model.

Table 2. Discriminant Validity

Indicator	Average Variant Extracted (AVE)	Note
e-WOM (X <sub>1</sub> )	0.927	Reliable
Celebrity Endorser (X <sub>2</sub> )	0.933	Reliable
Brand Image (M)	0.862	Reliable
Purchase Intention (Y)	0.891	Reliable

Source: Primary Data 2022

Discriminant validity is said to be good if the square root value of AVE for each construct is greater than the correlation between constructs in the model in Ghazali and Latan (2015). Discriminant validity is declared valid if the AVE value is > 0.05. Based on the table above, the Average Variance Extracted (AVE) value shows a value >0.5. Therefore each variable is declared valid.

#### 4.2.3 Reliability Test

Table 3. Reliability

Indicator	Cronbach's Alpha	Composite Reliability	Note
e-WOM (X <sub>1</sub> )	0.901	0.927	Reliable
Celebrity Endorser (X <sub>2</sub> )	0.911	0.933	Reliable
Brand Image (M)	0.802	0.862	Reliable
Purchase Intention (Y)	0.837	0.891	Reliable

Source: Primary Data 2022

Based on table 3 above shows that the composite reliability of each variable shows a constructed value > 0.60. These results indicate that each variable has met the composite reliability, so it can be concluded that all variables have a high level of reliability. Furthermore, in the table above, cronbach's alpha of each variable shows a constructed value of > 0.70. Thus these results indicate



that each research variable has met the requirements of cronbach's alpha value, so it can be concluded that all variables have a high level.

#### 4.2.4 Multicollinearity Test

Table 4. VIF

Collinearity (VIF)	M	Y	Note.
e-WOM ( $X_1$ )	1,488	2,283	Multicollinearity free
Celebrity Endorser ( $X_2$ )	1,488	1,604	Multicollinearity free
Brand Image (M)		2,260	Multicollinearity free

Source: Primary Data 2022

The multicollinearity test is to determine the multicollinearity between variables by looking at the correlation values between independent variables. The criteria that apply in the multicollinearity test is if the VIF (Variance Inflation Factor) value is  $<10$ , which means the regression model is free from multicollinearity. (Ghozali 2015).

#### b. Structural Model or Inner Model

This model measures how the causal relationship between latent variables. The Coefficient of Determination ( $R^2$ ) and the Goodness of Fit were used to evaluate this model.

#### 4.2.5 R-Square ( $R^2$ )

The value of R-squared ( $R^2$ ) is used to calculate the degree of independent variation of the dependent variable. The higher the  $R^2$  value, the better the prediction model of the research model (Abdillah, Willy & Jogiyanto 2015). If  $R^2$  is greater than 0.7, the model is significant (strong).

Table 5. R square

	R Square
Brand Image (M)	0.558
Purchase Intention (Y)	0.729

Source: Primary Data 2022

Based on table 5 above shows that the value of R Square for the Brand Image (M) variable is 0.558. The acquisition explains that the percentage of Brand Image (M) is 55.8 %. This means that the e-WOM and celebrity endorser variables affect the Brand Image (M) by 55.8 %, and the remaining 44.2 % is influenced by other variables. Meanwhile, the value of R Square for the purchase intention variable (Y) is 0.729. These results explain that the large percentage of purchase intention is 72.9 %. This means that the variables of e-WOM, celebrity endorser, and brand image on purchase intention of 72.9 %, and the remaining 27.1 % are influenced by other variables.

#### 4.2.6 Test (Goodness of fit)

The goodness-of-fit test was carried out to evaluate the measurement model and the structural model and to provide simple measurements for the prediction of the overall model (Ghozali, 2015). The following are the results of the Q-square analysis:

Table 6 square

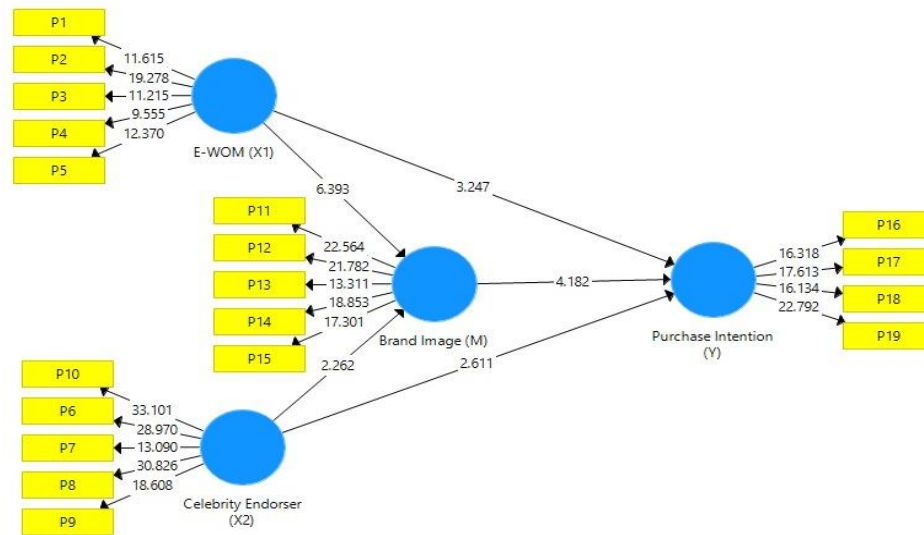
	Q Square
Brand Image (M)	0.383
Purchase Intention (Y)	0.468

Source: Primary Data 2022

Based on table 6 Q square value greater than 0 indicates that the model is predictively relevant.

#### c. Hypothesis Testing

Hypothesis testing in this study was conducted by looking at t statistics and P-value. The t-test aims to determine how much influence the independent variable has on the dependent variable.



Gambar 2 Inner Model

4.2.7 Direct Effects

This direct effect uses the t-test, which aims to determine the effect of the independent variable on the dependent variable partially. This hypothesis can be accepted if P Values <0.05. The hypothesis is accepted that the independent variable has a significant effect on the dependent variable (Mf, Efendi, N Rachma, A 2019)

Table 7 Direct Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV)	P-values	Note:
Brand Image (M) -> Purchase Intention (Y)	0.428	0.427	0.102	4.182	0.000	Significant
Celebrity Endorser (X <sub>2</sub> ) -> Brand Image (M)	0.227	0.224	0.100	2.262	0.024	Significant
Celebrity Endorser (X <sub>2</sub> ) -> Purchase Intention (Y)	0.187	0.190	0.071	2.611	0.009	Significant
e-WOM (X <sub>1</sub> ) -> Brand Image (M)	0.593	0.593	0.093	6.393	0.000	Significant
e-WOM (X <sub>1</sub> ) -> Purchase Intention (Y)	0.354	0.349	0.109	3.247	0.001	Significant

Source: Primary Data 2022

Based on table 7 above, it shows that of the five hypotheses that have a direct effect, they are accepted because the T-Statistics value > 1.96 P-values < 0.05.

**4.2.8 Indirect Effect**

Indirect influence analysis is useful for testing the hypothesis that a dependent variable has an indirect effect on an independent variable mediated by an intermediate variable (Julian, 2018).

Table 8. Indirect Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV)	P-values	Note:
e-WOM (X <sub>1</sub> ) -> Brand Image (M) -> Purchase Intention (Y)	0.254	0.251	0.079	3.235	0.001	Significant
Celebrity Endorser (X <sub>2</sub> ) -> Brand Image (M) -> Purchase Intention (Y)	0.167	0.176	0.074	2.529	0.000	Significant

Source: Primary Data 2022

Based on table 8 above shows that from the relationship that has an indirect effect, there is 1 () hypothesis that is rejected, namely Celebrity Endorse on Purchase Intention mediated by Brand Image because the value of T-Statistics <1.96 and P-values> 0.05, while the other 1 (one) hypothesis is accepted because the value of T-Statistics > 1.96 P-values <0.05.

**5. Discussion**

This section will explain the results of the research analysis. The purpose of this study was to determine the factors in Purchase Intention on Shoppe study on Cosmetic Halal. Given the previous literature, this study uses four items, namely Electronic Word of Mouth (X<sub>1</sub>), Celebrity Endorser(X<sub>2</sub>), and moderate effect of Brand Image (Z). In addition, Purchase Intention (Y). A total of 7 hypotheses were developed and tested using the Structural Equation Modeling (SEM) method and assisted by SmartPLS 3.0 software; the results of this study show the following:

First, the hypothesis in this study proves that e-WOM has a positive and significant effect on brand image. Based on the results obtained, the P-values are 0.000 <0.05, this proves that there is a significant positive effect, so this hypothesis is accepted. Messages consumers receive through electronic word of mouth are essential for consumers to obtain information about products or services. A brand aims to inspire consumer confidence, strength, durability, safety, and exclusivity. Brands are essential for businesses to reduce uncertainty and provide valuable information to consumers. This study's results align with previous research by Devkant and Chaubey (2018), which found that electronic word of mouth is a factor that significantly affects brand image. e-WOM can help to get information about halal cosmetic products in Shopee. Products with a halal brand image make buyers feel safer, and halal cosmetics have an excellent reputation/standard in the community.

Second, this study's resulting hypothesis proves that celebrity endorsers have a positive and significant effect on brand image. The more credibility, attractiveness, expertise, and trust of a celebrity endorser, the greater the influence on the brand image of a product. Based on the results obtained, the P-values are 0.032 < 0.05, this proves there is a significant positive effect, so this hypothesis is accepted. With the endorsement of a celebrity by marketers, the brand image of an advertised product can increase. Sabunwala (2013) said that celebrity endorsers positively and significantly affect brand image. Nisa and Amal (2013) also said that celebrity endorsement has a positive and significant effect on the brand image of Telkomsel Kartu AS products in Surakarta. In this study, celebrity endorsers can attract buyers of halal cosmetic products online, and endorsers are also attracted to the use of halal cosmetic products.

Third, the resulting hypothesis in this study proves that E-Wom has a positive and significant effect on Purchase Intention. The bigger the positive e-Wom will increase Purchase Intention. Based on the results obtained, the P-values are 0.002 < 0.05, this proves there is a significant positive effect, so this hypothesis is accepted. Abubakar et al. (2016) explained that eWOM positively

correlates with purchase intention. In this case, e-WOM plays an essential role in influencing consumer attitudes and purchase intentions. In today's era, e-WOM is said to be free advertising with good effectiveness because traditional marketing has started to lose its effectiveness. Farzin and Fattahi (2018) say that the change from WOM to e-WOM is essential in influencing the process of forming consumer buying behavior. Because of consumer behavior, eWOM is an essential factor in shaping consumer behavior in making purchase intentions. Research conducted by Kudeshia and Kumar (2017) explains that e-WOM occurs when consumers provide recommendations related to company products through different network sites. This study shows a strong positive influence between e-WOM and purchase intention. In this study, buyers will collect information on reviews of halal cosmetic products online before buying products. With reviews from other consumers at Shopee, buyers are more confident in buying halal cosmetic products.

Fourth, the results of the hypothesis in this study prove that Celebrity endorsers have a positive and significant effect on Purchase Intention. Based on the results obtained, the P-values are  $0.012 < 0.05$ , this proves there is a significant positive effect, so this hypothesis is accepted. The influence of celebrity endorsers on purchase intentions The selection of celebrity endorsers in advertising is usually done by companies to attract market interest (Pratiwi and Nadya Moeliono, 2015) conducted a study on the effect of celebrity endorser Maudy Ayunda on buying interest in tea products. Javana states that simultaneously or partially, celebrity endorsers have a significant and significant effect on buying interest in Javana Tea products in the community in the city of Bandung. Research conducted by Kusuma and Santika (2017) states that the celebrity endorser variable has a significant positive effect on purchase intention. This result is supported by the statement of Heruwati (2010) that celebrity endorser has a positive effect on consumers' purchase intentions. In this study, buyers are interested in buying halal cosmetic products because the endorser can be trusted as a supporter of the products offered, and buyers are interested in buying halal cosmetic products because the endorser has knowledge/expertise that supports them when advertising the products offered.

Fifth, the result of the hypothesis in this study proves that e-WOM has an effect on Purchase Intention mediated by brand image. Based on the results obtained, the P-values are  $0.001 < 0.05$ , this proves there is a significant positive effect, so this hypothesis is accepted. According to Farzin and Fattahi (2018), explaining that before consumers make purchase intentions, consumers will seek information to increase trust in a product. At this time, the role of the brand image becomes important because it can distinguish the company's products from its competitors. Further, Lin et al. (2013) said that a test had been carried out where the test states that there is a positive influence on brand image in mediating e-WOM with purchase intentions. In the explanation above, it can be concluded that brand image can mediate positively between e-WOM and purchase intention. Buyers will buy halal cosmetic products through other consumer reviews on shopee, and reviews make me more confident

Sixth, the results of the hypothesis in this study prove that celebrity endorsers have a positive and significant effect on Purchase Intention mediated by brand image. Based on the results obtained, the P-values are  $0.000 < 0.05$ . proves a significant positive effect, so this hypothesis is accepted. Rini and Astuti (2012) state that celebrity endorsers positively and significantly affect brand image formation. A product with a good brand image is an effective way to attract consumers because consumers consciously or unconsciously will choose products with a positive brand image to create a good perception in the eyes of consumers and will affect consumers. They ultimately create loyalty to a particular product brand in the purchase decision process. Based on the results of research by Muslim and Andrew (2012), Wahyuni and Suparna (2014), and Wang and Tsai (2014), it is known that celebrity endorsers have a significant and significant effect on brand image and affect. Buyers are interested in using cosmetic products because endorsers can embed product identity in the minds of consumers, especially if the product has a halal brand image.

Seventh, the results of the hypothesis in this study prove that brand image has a positive and significant effect on Purchase Intention. Based on the results obtained, the P-values are  $0.002 < 0.05$ . proves a significant positive effect, so this hypothesis is accepted. According to Yu et al. (2018), a positive influence between brand image and purchase intention is positive. To achieve a good brand image, companies must maximize existing opportunities. It can make consumers more confident in the products and services provided by the company. A study by Farzin and Fattahi (2018) found a positive influence between brand image and purchase intention. Forming a good brand image in the minds of consumers will affect their purchase intention. Furthermore, Jalilvand and Samiei (2012) say that brand image affects purchase intention. By improving the brand image of a product. In this study, halal cosmetic products have a high brand image. The characteristic of "halal" can reduce buyer anxiety when shopping, especially halal cosmetics are safer to use to make buying interest in consumers.

## **6. Conclusion**

This study aims to analyze the impact of Electronic Word of Mouth, Celebrity Endorser on purchase intention mediated by Brand image study on the halal cosmetic product in the shoppe marketplace. Based on the analysis of the problem formulation, hypotheses and research results can be drawn in the following conclusions: first, e-WOM has a positive and significant effect on Brand Image. Second, Celebrity endorser has a positive and significant effect on brand image. Third, e-WOM has a positive and significant effect on purchase intention. Fourth, Celebrity endorser has a positive and significant effect on purchase intention. Fifth, e-WOM has a positive and significant effect on purchase intention mediated by brand image. Sixth, Celebrity endorsers affect

purchase intention mediated by brand image. Lastly, brand image has a positive and significant effect on purchase intention. From the analysis and conclusions, the author recommends that in determining the brand image, you can view from celebrity endorsers and always consider the interest in buying with ewom. The limitation of this research is that The questionnaire study is closed so that each respondent will only answer the criteria that have been provided. This can allow each respondent to answer a questionnaire that does not correspond to the actual situation. For further research, it is hoped that they can expand research on the effect of wom and celebrity endorsers on purchase intentions with research samples drawn from Are not only UMS students but also in the Surakarta area and other regions and cities throughout Indonesia.

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