Original Research Article

The Influence of Celebrity Influencers and Online Customer Reviews on Consumer Attitudes, Brand Loyalty, and Repurchase Intention

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ABSTRACT

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| The growth of social media has made celebrity influencers and online customer reviews important factors influencing consumer behaviour. This study aims to analyze the impact of celebrity influencers and online customer reviews on consumer attitudes, brand loyalty, and repurchase intention toward Skintific products in Yogyakarta. This research adopts a quantitative approach with 250 respondents who use Skintific products. The sampling technique used is non-probability sampling, specifically convenience sampling. Data analysis was conducted using Structural Equation Modeling (SEM) with the assistance of SmartPLS software. The results show that celebrity influencers and online customer reviews positively and significantly impact consumer attitudes. Furthermore, consumer attitudes were found to positively and significantly influence brand loyalty. Brand loyalty also has a positive and significant effect on repurchase intention. These findings highlight the crucial role of digital marketing elements in shaping consumer perceptions and behaviour. |

*Keywords: Celebrity Influencer, Online Customer Review, Consumer Attitude, Brand Loyalty, Repurchase Intention*

1. INTRODUCTION

The skincare industry in Indonesia has experienced significant growth. According to Statista (2024), the skincare market revenue reached USD 2.76 billion in 2024 and is projected to grow by 3.70% annually until 2029. Skincare ranks as the second-largest segment with a market volume of USD 2.05 billion [1]. CNBC Indonesia Research [2] reports that Indonesian consumer spending on beauty and facial care products through e-commerce reached IDR 2.04 trillion. It reflects a growing awareness of the importance of skincare. The “skincare-first” trend has also fueled demand for high-quality products [3]. According to [4], consumers now choose products that meet international standards. One foreign brand that has gained popularity in Indonesia is Skintific, a Canadian label introduced in 2021. Utilizing Trilogy Triangle Effect (TTE) technology, Skintific focuses on skin barrier care, making it a favorite in the domestic market.

Repurchase decisions serve as a key indicator of customer loyalty to a brand. Consumers satisfied with their initial purchase are more likely to repurchase due to established trust and brand preference [5]. Perceptions of product quality, service, and perceived value influence this satisfaction. Before purchase, purchase intention becomes a crucial stage, shaped by the evaluation process of various brand alternatives [6, 7, 8]. Brand loyalty significantly strengthens purchase intention and encourages consumers to continue choosing the same brand in subsequent purchases [9]. Prianka & Dermawan [10] emphasize that brand trust significantly influences loyalty, with satisfaction acting as a mediator. Brand loyalty reflects the consumer’s emotional attachment and tendency not to switch to other brands [11, 12]. In this context, celebrity influencers reinforce positive brand perceptions through credibility and personal appeal [11]. This strategy enhances initial purchase intention and contributes to sustained repurchase behavior.

The rapid development of information technology has significantly transformed consumer behavior in purchase decision-making in the digital era, where consumers are increasingly active in seeking information through social media. This shift has amplified the role of influencers, particularly celebrity influencers, as third-party figures capable of influencing their followers without direct affiliation to a company [13]. Companies now allocate substantial budgets to collaborate with celebrity influencers who possess attributes such as credibility, attractiveness, popularity, and product congruence, making them effective in shaping positive brand perceptions [14, 15]. A well-liked celebrity can enhance consumers’ positive attitudes toward advertisements, increasing purchase intention [16]. In addition, online customer reviews (OCR) have emerged as a crucial information source influencing consumers’ purchase decisions. Consumers place high importance on online reviews, and a large volume of reviews can boost a product’s popularity [17]. OCR builds brand loyalty and purchase intention through positive reviews that reinforce consumer perceptions and trust. Consumers tend to trust peer reviews more than corporate marketing messages, making OCR a strategic factor in shaping brand image and preference [18].

This study examines the influence of celebrity influencers and online customer reviews on consumer attitudes, brand loyalty, and repurchase intention of Skintific products in Yogyakarta. It contributes to the digital marketing literature by integrating external factors (celebrity influencers and online customer reviews) and internal factors (brand loyalty) within the framework of the Theory of Planned Behavior (TPB). The findings of this study are expected to offer practical implications for companies in designing effective marketing strategies, particularly in reaching digitally active and socially influenced young consumers.

This research is inspired by a study conducted by Macheka et al. [11], which examined the influence of online customer reviews, celebrity attractiveness, and celebrity credibility on female millennial consumers’ purchase intention of beauty products. The study found that online reviews and influencer credibility had a significant impact on purchase intention, whereas celebrity attractiveness and brand loyalty did not show significant effects. The study highlights the importance of social influence (online reviews) and media influence (celebrity influencers) in shaping young consumers’ attitudes. However, few studies have examined the combined effects of online reviews and celebrity influencers in the context of specific skincare products. Therefore, Skintific was chosen as the research object due to its rising popularity among young women and its digitally active marketing strategies, particularly in Yogyakarta.

A previous study by Kintradinata et al. [19] emphasized the influence of electronic word of mouth (eWOM) through the TikTok social media platform on purchase intention for Skintific products, focusing on how reviews and recommendations from both ordinary users and influencers impact consumer purchase decisions. In addition to their influence on brand image, celebrity endorsers and online customer reviews have been proven to significantly increase consumers’ purchase intentions [20]. Purchase intention includes a consumer’s willingness to try new products, make repeat purchases, and recommend the product to others [21]. Furthermore, high purchase intention can lead to strong brand loyalty, which mediates the relationship between celebrity endorsers, online customer reviews, and consumer purchasing decisions [20]. Therefore, an integrative understanding of the roles of celebrity endorsers and online customer reviews is essential to optimizing digital marketing strategies.

Research on cosmetic products such as Skintific remains relevant, given the dominant role of influencers and online reviews in shaping consumer purchase decisions. This study is significant for several reasons: (1) it incorporates brand loyalty as a mediating variable, which is rarely applied in studies based on the Theory of Reasoned Action (TRA) and the Theory of Planned Behavior (TPB), thus presenting a novel contribution; (2) it examines the dominant influence of celebrity endorsers and online customer reviews on repurchase intention; and (3) it evaluates the strength of brand image and consumer trust in forming purchase intention. This research offers a more comprehensive approach by positioning brand loyalty as a mediator in the relationship between celebrity influencers and online customer reviews on purchase intention, particularly in the context of Skintific products. Hence, the study investigates the direct influence of eWOM and TikTok and highlights brand loyalty’s internal role in amplifying these external factors’ impact, providing a holistic understanding of consumer-brand interaction in digital marketing.

2. LITERATURE REVIEW

**2.1 Theory of Planned Behavior**

The Theory of Planned Behavior (TPB), developed by Ajzen [22], posits that intention is the primary factor motivating human behavior, reflecting an individual’s readiness to perform a planned action. TPB emphasizes that behavior is not impulsive but results from a deliberate and planned process [11]. This theory identifies three main factors influencing intention: attitude toward the behavior, subjective norms, and perceived behavioral control. Attitude reflects an individual’s evaluation of whether the behavior is favorable or unfavorable. Subjective norms refer to perceived social pressure from one’s surroundings, such as family, friends, or public figures, to perform or avoid certain behaviors. Perceived behavioral control denotes the individual’s perceived ease or difficulty in performing the behavior. The more positive the attitude and subjective norms, and the greater the perceived control, the stronger the behavioral intention.

Macheka et al. [11] demonstrated the practical application of TPB in analyzing the influence of online customer reviews and celebrity influencers on the purchase intention of young female consumers by linking attitude, subjective norms, and perceived behavioral control to their tendency to buy cosmetics. This study adopts TPB as the theoretical framework to explain how celebrity influencers and online customer reviews shape consumer attitudes, and how these attitudes are influenced by brand loyalty. Moreover, the theory also elucidates how brand loyalty affects repurchase intention, where a positive attitude is critical in driving the decision to repurchase. Thus, this study utilizes TPB as a comprehensive and relevant framework for understanding the factors influencing consumer behavior.

**2.2 Theory of Brand Equity**

Brand equity refers to the added value generated by a brand’s presence on a product, differentiating consumer choices between branded and unbranded products of similar quality [23]. Consumers prioritize well-known brands due to established associations with quality and trust [11]. High brand equity reflects a strong relationship between the brand and its customers, influencing positive perceptions, consumer trust, and brand loyalty [23, 24]. It allows the brand to occupy a special position in the consumer’s mind, being associated with superiority, reliability, and added value compared to competitors [24].

According to Aaker [25], brand equity is measured through four main dimensions. First, brand loyalty reflects consumer commitment, creates entry barriers for competitors, and enables companies to set premium pricing. Second, perceived quality refers to consumer evaluations of product quality based on experience and serves as a key factor in repurchase decisions. Third, brand associations involve unique attributes that distinguish the brand from its competitors and shape its image in the consumer’s mind. Fourth is brand awareness, which measures the level of consumer recognition, from basic familiarity to top-of-mind awareness, and is crucial for both new and established brands [25]. These dimensions collectively contribute to the overall value of brand equity. This study adopts the brand equity theory as a theoretical framework to explain the relationship between consumer attitudes influenced by celebrity influencers and online customer reviews and the mediating role of brand loyalty. The theory also emphasizes the role of brand loyalty in driving repurchase intention, positioning loyalty as a bridge between past consumer experiences and future purchase decisions.

**2.3 Celebrity Influencer**

According to Brooks et al. [26], influencers are individuals who are active on various social media platforms such as Instagram, YouTube, and Facebook. Freberg et al. [13] define a social media influencer as a third-party endorser who functions as a spokesperson capable of influencing their followers on social media. Macheka et al. [11] further emphasize that consumer attitudes are significantly influenced by the ability of celebrities to promote a brand. In the context of this study, a celebrity influencer is defined as a third-party spokesperson who influences followers on social media [13]. The celebrity influencer variable serves as an independent variable that may affect consumer attitude, brand loyalty, and repurchase intention. The indicators of the celebrity influencer variable in this study are adapted from Kurniawan & Kunto [27], which include:

1. The celebrity influencer is well-known and has a large fan base (Visibility).
2. The celebrity influencer has good knowledge of the brand (Credibility).
3. The celebrity influencer has an attractive appearance (Attraction).
4. The celebrity influencer has the ability to influence their fans (Power).

**2.4 online Customer Review (OCR)**

Online Customer Review (OCR) refers to evaluations that contain assessments, opinions, or consumer experiences of a product or service based on their direct usage [28, 29]. OCRs are disseminated through official company websites and third-party platforms, thereby serving as a source of information distinct from official company communications, which often lack trust elements, information orientation, and the standardized format found in OCRs [30]. In the context of this study, OCR is defined as the assessment, opinion, or customer experience shared online across various platforms [29]. The OCR variable functions as an independent variable that influences consumer attitude, brand loyalty, and repurchase intention, making it a crucial factor in understanding consumer behavior and purchase decisions. The indicators for online customer review, as proposed by Cui & Lui [31], are shown as follows:

1. The number of reviews provided for a brand (Volume).
2. The tone of the reviews, whether positive, negative, or neutral (Valence).
3. The speed at which the review information spreads and becomes accessible to other consumers (Dispersion).

**2.5 Attitude**

Attitude refers to a learned predisposition to respond positively or negatively toward a particular object, encompassing evaluations based on feelings, beliefs, and behavioral tendencies [32]. It consists of three main components: cognitive (beliefs or thoughts about the object), affective (emotions or feelings toward the object), and conative (behavioral intentions or actions toward the object). Attitudes are formed through experience, social interaction, and exposure to information, and they play a critical role in shaping behavioral intentions. Recent studies on attitude measurement, such as those by Widyaningsih et al. [33] and Fatoni et al. [34], have explored the development of instruments and techniques using scales such as Likert, Guttman, and semantic differential, offering methodological insights for attitude research in general. This study adopts attitude as a subjective evaluation encompassing all three components. It serves as a mediating variable linking the influence of celebrity influencers and online customer reviews to brand loyalty. The indicators of attitude used in this study are based on Hidayatullah & Shadiqi [35] and are as follows:

1. Consumers’ beliefs or knowledge about a brand (Cognitive Component).
2. Emotions or feelings elicited toward a brand (Affective Component).
3. Consumers’ tendency to act toward a brand (Behavioral Component).

**2.5 Brand Loyalty**

Brand loyalty occurs when consumers perceive that a brand offers quality and functionality that align with its price, encouraging repeat purchases [36]. Brand loyalty is also defined as the degree of customer attachment to a particular brand, wherein satisfied consumers are likely to repurchase the same brand despite numerous alternatives in the market [49]. Thus, brand loyalty reflects consumer commitment, manifested in a consistent preference to repurchase the brand. Solem [38] categorizes brand loyalty into three leading indicators: customer commitment, willingness to recommend, and repurchase behavior. This study conceptualizes brand loyalty as a measure of customer attachment to a brand. It serves as a mediating variable linking consumer attitudes, shaped by celebrity influencers and online customer reviews, to repurchase intention. The brand loyalty indicators used in this study, as proposed by Solem [38], are as follows:

1. Customer commitment to consistently choose the brand over alternative options.
2. Willingness to recommend the brand to others.
3. Intention to repurchase the brand in the future.

**2.6 Repurchase Intention**

Repurchase intention is defined as the tendency or intention of consumers to repurchase products or services from the same company, based on prior consumption experiences and subjective evaluations of satisfaction and anticipated future benefits [39]. This intention serves as a key indicator for predicting actual purchasing behavior. According to Dewiasih and Nainggolan [40], repurchase intention arises from consumers’ desire and willingness to repurchase products that meet their satisfaction and expectations. The primary factors influencing repurchase intention include prior experiences and brand loyalty, with loyalty shown to significantly impact repurchase intention [25, 41, 42, 43]. Based on these considerations, this study defines repurchase intention as the desire and behavior of consumers to repurchase products driven by satisfaction, serving as the dependent variable influenced by brand loyalty, consumer attitude, celebrity influencers, and online customer reviews. The repurchase intention indicators used in this study, based on Wantara and Irawati [44], are as follows:

1. Consumer satisfaction after trying the product
2. High quality of products and services
3. Consumer trust in the brand

**2.7**

**2.6 Hypothesis Development**

Celebrity endorsers have been proven effective in shaping positive consumer attitudes and increasing purchase intention [20]. The credibility, attractiveness, expertise, and popularity of celebrities significantly influence consumer perceptions of a brand [45, 46]. The higher the expertise and the more positive the image of the celebrity, the greater the trust and influence exerted on consumers [11, 47]. In the beauty product category in particular, the physical appearance of celebrities further enhances attractiveness and fosters positive brand perception [11, 48]. Therefore, celebrity endorsers are critical in shaping consumer attitudes that influence purchasing decisions. Accordingly, the first hypothesis is proposed as follows:

H1: Celebrity influencers have a positive effect on consumer attitudes.

Online customer reviews are perceived to be more credible than official company information [11] and have been shown to positively influence consumer attitudes and purchasing decisions [49]. Peer reviews provide a sense of control and increase trust in the decision-making process [50]. Jumawan et al. [51] found that positive reviews enhance perceived quality and brand image, whereas negative reviews can reduce trust. Another study by Senalasari, Maulidani, and Setiawati [52] found that customer and influencer reviews influence purchase intentions for skincare products in Indonesia. Therefore, the following hypothesis is proposed:

H2: Online customer reviews have a positive effect on consumer attitudes.

Brand loyalty reflects consumers' commitment to continue choosing the same brand through repeat purchases and positive recommendations [25]. Satisfaction from previous purchases builds trust, encouraging consumers to remain loyal [53]. Kristianti and Margarita [54] demonstrated that positive brand experiences enhance satisfaction and trust, ultimately strengthening loyalty. Pramadanti et al. [42] found that product quality, perceived value, and electronic word of mouth (e-WOM) positively affect trust and brand loyalty. However, product quality may also have a direct adverse effect on trust. Pranata and Basiya [55] added that brand love mediates the relationship between experience and loyalty. Thus, satisfaction, trust, and emotional factors are key to building sustainable brand loyalty. Based on this, the following hypothesis is proposed:

H3: Consumer attitude has a positive effect on brand loyalty.

Brand loyalty reflects consumers’ attachment to a particular brand, characterized by a commitment to continue repurchasing. Satisfaction and emotional connection are the primary drivers of this loyalty. Aaker [25] and So, Yang, and Li [41] state that loyalty indicates a strong attachment to the product and perceptions of service quality, increasing the likelihood of repurchase. Pramadanti et al. [42] and Ishak and Luthfi [43] also emphasize that brand loyalty significantly influences repurchase decisions. Therefore, brand loyalty is crucial in shaping consumers’ repurchase intentions. Accordingly, the final hypothesis is proposed as follows:

H4: Brand loyalty has a positive effect on consumers’ repurchase intention.

**2.7 Framework Model**

Overall, the research framework is illustrated in Figure 1 below.



**Fig. 1. Research Framework**

3. methodology

**3.1 Measurement**

This study employed a quantitative approach conducted through a survey. A quantitative approach enables researchers to measure the relationships between variables objectively and systematically based on statistical analysis. This method was chosen to obtain empirical evidence regarding the influence of celebrity influencers and online customer reviews on consumer attitudes, brand loyalty, and repurchase intention toward Skintific products in Yogyakarta.

**3.2 Sampling and Data Collection**

The population of this study consisted of users of Skintific products in Yogyakarta. The sample included individuals who purchased Skintific products three times in the past year. The sampling technique used was non-probability sampling with a convenience sampling method, whereby the questionnaire was distributed online via Google Forms and shared through social media platforms such as Instagram, WhatsApp, and Twitter. The total number of respondents in this study was 250. According to Hair et al. [56], a sample size of 100 to 200 respondents meets the minimum requirements for analysis using Structural Equation Modeling (SEM). Therefore, the sample size in this study is considered adequate for further analysis.

**3.3 Data Analysis Technique**

Primary data were obtained directly from respondents through a questionnaire consisting of 16 statement items. The indicators included four items for celebrity influencers, three items for online customer reviews, three items for consumer attitudes, three items for brand loyalty, and three items for repurchase intention. Respondents answered using a five-point Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). This study employed statistical analysis as the method for hypothesis testing. Data were analyzed using Structural Equation Modeling (SEM) with PLS software version 3.2.9. The analysis included an evaluation of the measurement model (convergent validity, discriminant validity, and reliability) as well as the structural model (coefficient of determination, predictive relevance, path coefficients, and hypothesis testing).

4. RESULTS AND DISCUSSION

**4.1 Respondent Characteristics**

This section presents an analysis of the characteristics of the 250 respondents, categorized by gender, age, education level, occupation, and monthly expenditure on Skintific products. Based on the questionnaire results, the respondent characteristics are summarized in Table 1.

**Table 1. Respondent Characteristics**

|  |  |  |
| --- | --- | --- |
| **Characteristic** | **Frequency** | **%** |
| **Gender**MaleFemale | 68182 | 27.2%72.8% |
| **Age**< 17 years18 – 24 years25 – 35 years> 35 years | 71823724 | 2.8%72.8%14.8%9.6% |
| **Education**Junior High School or equivalentSenior High School or equivalentDiplomaBachelor’s Degree | 31621075 | 1.2%64.8%4.0%30% |
| **Occupation**StudentUniversity StudentHousewifeEntrepreneur/Business OwnerGovernment EmployeePrivate EmployeeOthers | 1161141194410 | 0.4%64.4%4.6%4.4%3.6%17.6%4.0% |
| **Monthly Expenditure on Skintific Products**≤ IDR 1,000,000IDR 2,000,000 – 4,000,000> IDR 4,000,000 | 236140 | 94.4%5.6%0% |

Source: Primary Data (2025)

Table 1 presents the distribution of respondent profiles based on gender, age, education, occupation, and monthly expenditure on Skintific products. Of the 250 respondents, the majority were female (182 respondents, 72.8%). The dominant age group was 18–24 years, also comprising 182 respondents (72.8%), indicating a strong interest from the younger demographic segment in this product. Most respondents had completed education equivalent to senior high school (162 respondents, 64.8%) and were predominantly university students (161 respondents, 64.4%), suggesting that Skintific is widely used among students in Yogyakarta. Regarding expenditure, the majority of respondents (94.4% or 236 individuals) allocated a budget of ≤ IDR 1,000,000 per month for Skintific products, reflecting a cost-conscious consumption pattern for skincare products. These findings provide relevant demographic insights into the main consumer profile of Skintific in the study area and serve as an important foundation for analyzing purchasing behavior and developing effective marketing strategies.

**4.2 Measurement Model (Outer Model)**

Measurement in this testing model was conducted through validity and reliability assessments. The measurement model was evaluated in SmartPLS using the PLS Algorithm. Validity testing of the measurement model involved assessing convergent and discriminant validity using construct measurement items. Convergent validity measures the extent to which indicators consistently reflect the same construct, evaluated through outer loadings and Average Variance Extracted (AVE), with the minimum thresholds of outer loading > 0.708 and AVE > 0.50 [56]. Meanwhile, construct reliability was tested using Cronbach’s Alpha and Composite Reliability (CR), where a CR value > 0.70 indicates high internal consistency, and a Cronbach’s Alpha value > 0.70 signifies an adequate level of statistical reliability. The results of the convergent validity and reliability tests are summarized in Table 2 below.

**Table 2. Results of Convergent Validity and Reliability Tests**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Variables/Indicator** | **Factor Loading** | **AVE** | **CA** | **CR** |
| **Attitude** |  |  |  |  |
| **ATD1:** I believe that Skintific products are developed based on reliable research. | 0.903 | 0.817 | 0,888 | 0,930 |
| **ATD2:** Skintific products make me feel more confident. | 0.895 |
| **ATD3:** I choose to use Skintific products to care for and help conceal skin imperfections. | 0.913 |
| **Brand Loyalty** |  |  |  |  |
| **BL1:** I consider myself loyal to Skintific products because I trust the quality and results they deliver. | 0.936 | 0.816 | 0,887 | 0,930 |
| **BL2:** I often recommend brands like Skintific as a good choice to friends or family based on my experience. | 0.920 |
| **BL3:** I plan to repurchase Skintific products because they meet my skincare needs. | 0.852 |
| **Celebrity Influencer** |  |  |  |  |
| **CI1:** My favorite celebrity influencer is famous and has many followers. | 0.809 | 0.731 | 0,877 | 0,915 |
| **CI2:** My favorite celebrity influencer has good knowledge about the benefits and advantages of the products they promote. | 0.855 |
| **CI3:** My favorite celebrity influencer is attractive. | 0.857 |
| **CI4:** My favorite celebrity influencer has a strong influence on my decision to try the products they promote. | 0.895 |
| **Online Customer Review** |  |  |  |  |
| **OCR1:** The quantity of online reviews about Skintific products significantly influences and increases my confidence in making purchase decisions. | 0.864 | 0.738 | 0,823 | 0,894 |
| **OCR2:** The positive nature of online reviews about Skintific products significantly influences and increases my confidence in making purchase decisions. | 0.826 |
| **OCR3:** The rapid dissemination of information from online reviews enhances my knowledge about Skintific products. | 0.888 |
| **Repurchase Intention** |  |  |  |  |
| **RI1:** I am highly satisfied with the results I obtained after using Skintific products, which makes me consider repurchasing them in the future. | 0.938 | 0.844 | 0,908 | 0,942 |
| **RI2:** Besides product quality, I will repurchase products that provide good service quality, such as Skintific. | 0.918 |
| **RI3:** I will repurchase beauty products from brands like Skintific that I trust to be safe, transparent, and provide clear and honest information to consumers. | 0.899 |

Source: Primary Data (2025)

Based on Table 2, all indicators for each variable show loading factor values above 0.70, indicating adequate validity in measuring the related constructs. Additionally, all constructs’ Average Variance Extract (AVE) values are above the minimum threshold of 0.50, thus fulfilling the convergent validity criteria. It demonstrates that each indicator sufficiently represents its respective construct and is suitable for subsequent structural model testing. The reliability test shows that all variables have Cronbach’s Alpha and Composite Reliability (CR) values exceeding 0.80, significantly above the minimum threshold of 0.70 according to standard testing criteria. Therefore, all variables in this study are declared reliable.

Next, discriminant validity was conducted to ensure that each construct in the model truly measures different concepts by examining the Fornell-Larcker criterion. The Fornell-Larcker criterion assesses discriminant validity by comparing the square root of a construct’s Average Variance Extracted (AVE) with the correlation values between that construct and other constructs. The results of the Fornell-Larcker test are presented in Table 3 below.

**Table 3. Fornell-Larcker Test Results**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Variables** | **ATD** | **BL** | **CI** | **OCR** | **RI** |
| **ATD****BL****CI****OCR****RI** | 0,9040,7470,6620,5460,610 | 0,9040,7060,5490,491 | 0,8550,5770,444 | 0,8590,267 | 0,919 |

Source: Primary Data (2025)

Notes: Attitude (ATD), Brand Loyalty (BL), Celebrity Influencer (CI), Online Customer Review (OCR), Repurchase Intention (RI).

Table 3 presents the square root of the Average Variance Extracted (AVE) values according to the Fornell-Larcker criterion. The square root of the AVE values is displayed along the table's diagonal, while the off-diagonal elements represent the correlations between constructs. The square root of the AVE for each variable, such as Attitude (0.904), Brand Loyalty (0.904), Celebrity Influencer (0.855), Online Customer Review (0.859), and Repurchase Intention (0.919), is all higher than their respective correlations with other constructs. This indicates that each construct is well distinguished from the others within the model. Therefore, it can be concluded that the constructs in this study exhibit satisfactory discriminant validity.

**4.3 Structural Model (Inner Model)**

The structural model, also known as the inner model, is used to evaluate the relationships among latent variables in the study. This test aims to determine how much the independent variables directly influence the dependent variables within the theoretical framework developed. The structural model is assessed using the coefficient of determination (R²), the Q-Square test, and path coefficient analysis. The bootstrapping results for the structural model are presented in Figure 2 below.



**Fig. 2. Bootstrapping Model**

Figure 2 illustrates the structural model processed using SmartPLS software, visually presenting the direction and magnitude of relationships between constructs. From this figure, the directional relationships among celebrity influencers, online customer reviews, attitude, brand loyalty, and repurchase intention, along with their estimated path coefficients, can be observed. Further analysis regarding the strength and significance of these relationships will be discussed in the hypothesis testing and subsequent discussion sections.

The coefficient of determination (R²) was used in this study to evaluate the proportion of variance in the endogenous constructs explained by the exogenous constructs within the model. A high R² value indicates a significant contribution of the independent variables to the dependent variable. Additionally, the predictive relevance of the model was assessed using the Q² value obtained through the blindfolding technique. The Q² value measures the model’s ability to predict endogenous latent variables. All constructs in the model showed positive Q² values, indicating that the model possesses adequate predictive relevance. Therefore, these results support the fact that the constructed structural model effectively explains and predicts the relationships among the constructs. The results of the R² and Q² tests are presented in Table 4 below.

**Table 4. R-Square dan Q-Square**

|  |  |  |  |
| --- | --- | --- | --- |
| **Variables** | **R-square** | **Adjusted R-square** | **Q-square** |
| AttitudeBrand LoyaltyRepurchase Intention | 0,4780,5590,241 | 0,4740,5570,238 | 0.3850.4520.195 |

*Source: Primary data (2025)*

Table 4 presents the R-squared values for each variable, indicating the proportion of variance in the endogenous constructs explained by their respective exogenous constructs in this study. For example, the R-squared value for the Attitude variable is 0.478, which means that the independent variables can explain 47.8% of the variance in Attitude. The remaining 52.2% is attributed to other factors not included in this study. Meanwhile, the Q-square test results show that all endogenous variables in this research, namely Attitude, Brand Loyalty, and Repurchase Intention, have Q-square values greater than zero (Q-square ≥ 0). This result indicates that the model has good predictive relevance and adequately predicts the endogenous variables.

Furthermore, path coefficient testing was conducted to determine the strength and direction of the relationships between variables, expressed by the β (beta) values. The direction of relationships can be positive or negative, depending on the hypothesized relationships, ranging from -1 to +1. The t-statistic and p-value were used as the leading indicators to assess the significance of these relationships. A hypothesis is considered significant if it meets the criteria of t-statistic > 1.96 and p-value < 0.05. The complete results of the hypothesis testing in this study are presented in Table 5 below.

**Table 5. Path Coefficient Test Results**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Hypothesis** | **Original Sample (O)** | **T Statistics****(|O/STDEV|)** | **P Value** | **Conclusion** |
| **CI 🡪 ATD****OCR 🡪 ATD****ATD 🡪 BL****BL 🡪 RI** | 0,5190,2470,7470,491 | 7,2522,97715,1347,305 | 0,0000,0030,0000,000 | H1 AcceptedH2 AcceptedH3 AcceptedH4 Accepted |

Source: Primary Data (2025)

Notes: Attitude (ATD), Brand Loyalty (BL), Celebrity Influencer (CI), Online Customer Review (OCR), Repurchase Intention (RI).

Table 5 presents the results of the path coefficient tests for the four hypotheses proposed in this study. The β (beta) values from the original sample (O) indicate that all hypotheses show positive directional effects. Furthermore, the hypothesis testing results confirm that all hypotheses are accepted.

**4.3.1 The Effect of Celebrity Influencer on Consumer Attitude**

This study finds that celebrity influencers positively and significantly affect consumer attitudes toward Skintific products. This finding aligns with the Theory of Planned Behavior (TPB), particularly the subjective norm component, where respected public figures play a crucial role in shaping attitudes and behavioral intentions. Celebrities’ credibility, attractiveness, and positive image have fostered favorable perceptions of products. Celebrities serve as powerful agents in shaping brand perceptions and images. When reputable celebrities endorse a product, consumers associate the celebrities’ positive attributes with the advertised product. This result is supported by Macheka et al. [11], Maulida & Yuana [20], Priyankara et al. [45], and Braunsberger [47], who found that the visibility, credibility, attractiveness, and expertise of celebrities can enhance consumer perception and attitudes toward products. Nguyen [46] also states that admired and credible celebrities can influence consumer attitudes and purchase intentions, as consumers regard products they promote as reliable and trustworthy. In this context, using celebrity influencers as part of Skintific’s marketing strategy effectively influences consumer attitudes. The trustworthiness and appeal of celebrities, combined with their credibility and expertise, make them strong tools for fostering positive brand attitudes and enhancing purchase intentions, consistent with theory and previous research findings.

**4.3.2 The Effect of Online Customer Review on Consumer Attitude**

Online customer reviews (OCR) are also found to positively and significantly influence consumer attitudes. This finding is consistent with TPB’s perceived behavioral control aspect, where online reviews provide consumers with ease and confidence in purchasing decisions. Customer reviews function as a form of digital social proof. When consumers read positive testimonials from other users, they feel more assured about the product’s quality. Such reviews are often perceived as more authentic and objective than traditional advertisements, thus enhancing positive attitudes toward the product. This result aligns with studies by Macheka et al. [11], Fajrina [50], and Senalasari, Maulidani, & Setiawati [52]. Specifically, Macheka et al. [11] demonstrate that OCR grants consumers greater control through open access to product evaluations. Fajrina [50] also found that consistent and positive reviews strengthen brand image, especially when discussing effectiveness, safety, and user experience. Therefore, online customer reviews play a vital role in shaping consumer attitudes, serving as an information source and a mechanism to boost consumer confidence in their purchase decisions. Positive, detailed, and credible reviews indirectly enhance perceived behavioral control, which is key in forming positive attitudes according to TPB. These findings underscore the importance of companies actively managing customer reviews as part of their brand image strengthening and consumer influence strategies.

**4.3.3 The Effect of Consumer Attitude on Brand Loyalty**

Consumer attitude is found to have a positive and significant effect on brand loyalty. This result supports brand equity theory, which posits that loyalty is a key component of brand equity formed through positive attitudes, perceptions of high quality, and satisfying experiences. Consumers with favorable attitudes toward Skintific tend to develop emotional attachment and sustained preference for the brand. These results are in line with research by Pramadanti et al. [42], Kristianti & Margarita [54], and Pranata & Basiya [55]. Pramadanti et al. [42] and Kristianti & Margarita [54] emphasize that loyalty is closely related to positive consumer experiences and perceptions of product quality. Additionally, combining emotional appeal through celebrity endorsement and rational appeal through customer reviews forms a strong foundation for creating long-term loyalty.

The findings also show that celebrity influencers provide emotional and aspirational appeal that strengthens positive brand perceptions, motivating consumers to emulate the product choices of admired celebrities, thus enhancing loyalty through emotional attachment. Meanwhile, online customer reviews act as rational validation that builds consumer trust in product quality and consistency. The combined emotional influence from celebrity influencers and informative influence from online reviews create positive consumer attitudes that form the basis of brand loyalty. In the context of Brand Equity Theory, such loyalty reflects a long-term consumer-brand relationship and enhances brand value in a competitive market environment.

**4.3.4 The Effect of Brand Loyalty on Repurchase Intention**

The results show that brand loyalty has a positive and significant impact on repurchase intention, reflecting the success of long-term marketing strategies. Loyalty is formed through consumer trust, satisfaction, and attachment to Skintific products, reinforced by consistent positive experiences. It is supported by studies from So, Yang, & Li [41], Pramadanti et al. [42], and Ishak & Luthfi [43]. As Ishak & Luthfi [43] argue, loyalty encourages consumers to continue using a product and leads them to reject competing brands even when offered incentives. In this context, loyalty is the link between satisfying past experiences and future purchase decisions, influenced by emotional and informational factors such as celebrity influencers and online customer reviews. It aligns with the Theory of Planned Behavior (TPB), where repurchase intention results from positive attitudes, subjective norms, and perceived behavioral control formed through brand loyalty.

Brand loyalty drives repurchase and creates a halo effect on other product lines from the same brand, with loyal consumers more inclined to try other Skintific products due to trust in consistent quality and benefits. It indicates that loyalty maintains the existing market and has the potential to expand it. Thus, brand loyalty is key in shaping repurchase intention while strengthening the brand’s market position. Brands capable of building long-term relationships with consumers gain strategic advantages by fostering consumers who are not only loyal but also active advocates through positive word-of-mouth.

4. Conclusion

In this study, all proposed hypotheses were proven to be significant. Based on the path analysis results, it was found that the most substantial direct effect was the influence of consumer attitude on brand loyalty. Meanwhile, the effect of celebrity influencers on attitude was also quite strong, followed by the effect of brand loyalty on repurchase intention and online customer reviews on attitude. Overall, it can be concluded that consumer attitude and brand loyalty play crucial mediating roles in the relationship between celebrity influencers and online customer reviews regarding the intention to repurchase Skintific products in Yogyakarta. These findings indicate that positive consumer attitudes and brand loyalty are key drivers in increasing repurchase intention.

The study also revealed that consumers responded most strongly to indicators related to celebrity influencers’ product knowledge and online customer reviews that disseminate information quickly and reliably. Regarding attitudes, respondents favored Skintific products because they were perceived as research-based and capable of enhancing self-confidence. Brand loyalty was primarily influenced by trust in product quality, while repurchase intention was driven by satisfaction with service. However, indicators related to product trial invitations, recommendations to others, and trust in information security showed relatively lower scores, although they still fell within the high category.

This research offers important practical implications for Skintific and beauty industry practitioners in formulating more targeted digital marketing strategies. The finding that celebrity influencers positively affect consumer attitudes and brand loyalty emphasizes the need to carefully select public figures as brand ambassadors. Companies are advised to choose influencers who are popular, credible, and aligned in values with the skincare brand identity. Furthermore, strong evidence regarding the influence of online customer reviews on consumer attitude and loyalty highlights the importance of active management of reviews on e-commerce platforms and social media. Proactive responses to customer feedback, both positive and negative, can foster emotional engagement, build trust, and deepen consumer-brand relationships.

Theoretically, this study enriches the literature in digital marketing by confirming the relevance of the Theory of Planned Behavior (TPB) in explaining repurchase intention formation in the skincare sector. The study shows that consumer attitudes, a central component of TPB, are shaped not only by internal and external factors such as perceptions of influencers and online reviews. Moreover, these findings extend the scope of Brand Equity Theory by emphasizing that brand loyalty can develop through perceptions formed by third parties, namely influencers and reviewers, rather than solely through direct consumer experience. It suggests that brand equity is dynamic and highly influenced by digital interactions and widespread communication in the online realm. Therefore, the results of this study may serve as a reference for developing new theoretical models that integrate digital social dimensions into consumer behavior frameworks, especially in experience-based industries such as cosmetics and skincare.

This study has several limitations. First, the geographical scope was limited to consumers in Yogyakarta, so the results may not be generalizable to other regions with different consumer characteristics. Second, the study focused on a single brand, Skintific, which may not represent the entire skincare industry in Indonesia. Third, the variables used in the model were limited and did not include other potentially influential factors such as price, perceived quality, or brand trust, which could also affect loyalty and repurchase intention.

Future research is recommended to expand the geographical coverage to other regions in Indonesia for more representative results. In addition, comparative studies across multiple skincare brands could provide insight into differences in the influence of celebrity influencers and online reviews. To produce more comprehensive findings, further research should consider integrating mediating or moderating variables such as brand trust, perceived risk, or other psychological factors.

Competing interests

There is no competing interest exist.

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