

**THE INFLUENCE OF CELEBRITY ENDORSER, BRAND IMAGE,  
PRODUCT QUALITY, AND BRAND TRUST ON CONSUMER  
PURCHASE DECISIONS OF GLOWSOPHY****Ina Avitalia Rosa<sup>1)</sup>, Dian Cita ningtyas<sup>2)</sup>**<sup>1)</sup>Management, Faculty of Economics and Business, University of PGRI Madiun  
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email: [dian.citaningtyas@unipma.ac.id](mailto:dian.citaningtyas@unipma.ac.id)**Abstrak**

Penelitian ini bertujuan untuk menganalisis Pengaruh *Celebrity Endorser*, *Brand Image*, *Product Quality* dan *Brand Trust* terhadap Keputusan Pembelian Konsumen Produk Glowsophy di Kota Madiun. Latar belakang penelitian ini didasari oleh meningkatnya pengaruh media sosial, khususnya TikTok, terhadap perilaku konsumen generasi Z dalam mengambil keputusan pembelian, khususnya pada produk kosmetik yang sedang trending. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei terhadap 385 responden yang merupakan konsumen aktif TikTok di Kota Madiun. Teknik analisis data yang digunakan adalah analisis regresi linear berganda dengan bantuan software SPSS versi 26. Hasil penelitian menunjukkan bahwa: (1) *Celebrity Endorser* berpengaruh positif dan signifikan terhadap Keputusan Pembelian. (2) *Brand Image* berpengaruh positif dan signifikan terhadap Keputusan Pembelian. (3) *Product Quality* berpengaruh positif dan signifikan terhadap Keputusan Pembelian. (4) *Brand Trust* berpengaruh positif dan signifikan terhadap Keputusan Pembelian. Keempat variabel tersebut secara simultan juga berpengaruh signifikan terhadap keputusan pembelian produk Glowsophy. Saran penelitian ini adalah agar perusahaan kosmetik, khususnya Glowsophy, lebih memperhatikan pemilihan celebrity endorser yang relevan dengan citra merek, menjaga kualitas produk, serta membangun kepercayaan konsumen melalui transparansi dan konsistensi.

**Kata kunci:** *Celebrity Endorser*, *Brand Image*, *Product Quality*, *Brand Trust*, Keputusan Pembelian.

**Abstract**

*This study aims to analyze the influence of Celebrity Endorsers, Brand Image, Product Quality, and Brand Trust on Consumer Purchase Decisions of Glowsophy products in Madiun City. The background of this research is based on the increasing impact of social media, particularly TikTok, on Generation Z consumer behavior in making purchase decisions, especially for trending cosmetic products. This research employs a quantitative approach using a survey method involving 385 respondents who are active TikTok consumers in Madiun City. The data analysis technique applied is multiple linear regression analysis with the assistance of SPSS version 26 software. The results of the study indicate that: (1) Celebrity Endorsers have a positive and significant effect on Purchase Decisions. (2) Brand Image has a positive and significant effect on Purchase Decisions. (3) Product Quality has a positive and significant effect on Purchase Decisions. (4) Brand Trust has a positive and significant effect on Purchase Decisions. Collectively, these four variables simultaneously exert a significant influence on consumer purchase decisions for Glowsophy products. The recommendation of this research is that cosmetic companies, particularly Glowsophy, should pay greater attention to selecting celebrity endorsers who align with the brand image, maintain consistent product quality, and build consumer trust through transparency and reliability.*

*Keywords: Celebrity Endorser, Brand Image, Product Quality, Brand Trust, Purchase Decision.*

### A. INTRODUCTION

The beauty and skincare industry in Indonesia has been experiencing rapid growth in recent years. According to data from the Ministry of Industry of the Republic of Indonesia, the national cosmetics industry is projected to reach a market value of USD 9.7 billion by 2025, with an expected annual growth rate of 4.33% until 2030. This growth illustrates not only the increasing consumer demand for local products but also the important role of the sector in supporting the national economy (Kementerian Perindustrian Republik Indonesia, 2025). Such potential confirms the urgency of studying consumer purchasing decisions, especially in the cosmetics segment, where trends shift quickly and competition is intense.

In the digital era, beauty standards have become a significant cultural phenomenon influenced by social media platforms. These platforms often create collective opinions regarding beauty, which may neglect the diversity of individual appearances (Basir et al., 2022). For example, a viral advertisement for Dove Body Wash in 2017 reflected a controversial interpretation of beauty standards by portraying white skin as superior (Aden et al., 2021). Such cases demonstrate how media representations shape societal perceptions of beauty. Consequently, many individuals pursue these standards in personal, educational, and professional contexts, leading to what is known as beauty privilege, where attractive individuals are perceived as more successful (Amalaa et al., 2022).

Generation Z, in particular, has shown high interest in expressing beauty through makeup products. These include foundation, cushion, lipstick, eyeliner, and other cosmetic items. The global popularity of “makeup tutorials” as a content trend on platforms like TikTok further indicates how beauty practices are deeply integrated into

the lifestyle of young consumers (Deslima, 2020). The popularity of these tutorials has positively influenced cosmetic companies, encouraging innovation and expanding market strategies to capture consumer attention.

One of the most prominent products that benefitted from TikTok virality in Indonesia is the Glocsophy Cover Fit Serum Cushion, launched in December 2024. Its popularity skyrocketed after Fujianti Utami Putri, widely known as Fuji, promoted it on her TikTok account (@Fujiiian). The video received 42.8 million views, contributing significantly to the product's market success. Fuji, often referred to as the "Queen of TikTok FYP," embodies traits such as attractiveness, expertise, and credibility, which align with effective celebrity endorsement indicators (Hutagaol et al., 2022; Wardani et al., 2022).

The influence of Fuji's endorsement is evident in the sales growth of Glocsophy. Data indicates that revenue rose from Rp 3.2 billion in December 2024 to Rp 15.2 billion in April 2025, following the product's TikTok exposure. Such growth demonstrates the effectiveness of celebrity endorsement in building brand awareness and encouraging purchase decisions among Generation Z consumers (Titania et al., 2023; Inggasari et al., 2022). At the same time, this highlights the importance of exploring whether other factors—such as brand image, product quality, and brand trust—may have a stronger or complementary influence on consumer purchasing behavior.

To further illustrate the competitive positioning of Glocsophy, a comparison with other cushion products in the Indonesian market is shown in Table 1.1. The table highlights how Glocsophy has successfully combined affordability and high sales volume to outperform competitors in the TikTok marketplace.

**Table 1.1 Price of Cushion Products on TikTok (April 2025)**

Brand	Price (Rp)	Sales Volume
Glocsophy	50,000	305,821

Kymmskin	55,000	1,115
Madam Gie	48,000	81
Dazzle Me	58,000	21,147
OMG	64,000	72,145
The Originote	60,000	116,310

*Source: Researcher's Data Processing (2025)*

The data in Table 1.1 emphasizes Glowsophy's competitive advantage. Despite being priced lower than some competitors, such as The Originote and OMG, Glowsophy's sales volume is significantly higher, reaching 305,821 units. In contrast, established competitors like The Originote sold 116,310 units, and OMG only 72,145 units. This suggests that pricing strategies, when combined with effective marketing and brand positioning, are critical in shaping consumer purchasing preferences. Affordability enhances accessibility for Generation Z consumers, who are generally more price-sensitive yet still demand quality products.

Nevertheless, price alone does not fully explain consumer behavior. Glowsophy's strength also lies in product quality, which is characterized by full coverage, long-lasting wear, and nourishing ingredients such as niacinamide and panthenol. These features appeal to consumers who expect cosmetics to not only enhance appearance but also improve skin health. As Saniati (2020) explains, product quality is a crucial factor in the cosmetics industry, particularly as consumers increasingly demand multifunctional products. However, prior studies have shown mixed results, where some identified product quality as significant (Salamah et al., 2023), while others found it insignificant (Firmadona et al., 2025).

Equally important is the role of brand image, which reflects consumer perceptions and emotional connections with a brand (Fernanda, 2021; Siswanty et al., 2020). Glowsophy's minimalist and elegant brand identity has contributed to its reputation as a modern and sophisticated cosmetics line. Yet, research on brand image shows varied findings. Some studies suggest a strong positive influence on purchase decisions (Fazirah

et al., 2022), while others found no significant effect (Yunita et al., 2022). These inconsistencies underscore the need for further investigation.

Finally, brand trust is fundamental in the cosmetics market, where consumers are wary of counterfeit products. According to Lombok et al. (2022), trust is built when a brand consistently demonstrates honesty, integrity, and reliability. For Glocsophy, its certification by the Indonesian Food and Drug Authority (BPOM) enhances consumer confidence in product safety and authenticity. Previous studies, however, also revealed varied results: some found brand trust significantly influenced purchase decisions (Salam et al., 2022), while others reported no significant effect (Watulingas et al., 2022).

Taken together, the case of Glocsophy highlights the importance of investigating multiple determinants of consumer purchasing behavior. The interplay of celebrity endorsement, brand image, product quality, and brand trust requires empirical validation, particularly in the context of Generation Z consumers in Madiun City. This research, therefore, aims to provide a comprehensive understanding of these factors and their relative significance in shaping purchase decisions for Glocsophy products.

## **B. METHOD**

### **1. Research Approach and Design**

This study applies a quantitative explanatory research design. The purpose of explanatory research is to determine the causal relationship between independent variables (celebrity endorser, brand image, product quality, and brand trust) and the dependent variable (purchase decision). Quantitative methods are appropriate because they allow the use of statistical analysis to test hypotheses derived from theoretical and empirical foundations (Sugiyono, 2019).

### **2. Population and Sample**

The population of this study consists of consumers of Glowsophy products in Madiun City. Because the total number of consumers is unknown, the sample size was determined using the Lemeshow formula for infinite populations:

$$n = \frac{Z^2 \cdot p \cdot (1 - p)}{d^2}$$

Where:

- $n$  = minimum sample size
- $Z$  = Z-score for 95% confidence level (1.96)
- $p$  = estimated proportion of population (0.5)
- $d$  = margin of error (0.05)

Thus,

$$n = \frac{(1,96)^2 \cdot 0,5(1 - 0,5)}{(0,05)^2} = 384.16 = 385$$

Therefore, the minimum required sample size is 100 respondents. Sampling was conducted using a purposive sampling technique with criteria: consumers who live in Madiun, have purchased Glowsophy products, and use TikTok as a reference for beauty products.

### 3. Data Collection Methods

Primary data were collected using a structured questionnaire distributed through Google Forms. The questionnaire was designed with a 5-point Likert scale (1 = strongly disagree, 5 = strongly agree) covering variables such as celebrity endorser (attractiveness, trustworthiness, expertise, respect, similarity), brand image, product quality, brand trust, and purchase decision. Secondary data were obtained from journals, books, government reports, and online references relevant to consumer behavior and digital marketing.

### 4. Data Analysis Techniques

The collected data were processed and analyzed using SPSS version 26. The analysis consisted of several stages: (1) validity and reliability testing to ensure the instrument's accuracy; (2) classical assumption tests including normality, multicollinearity, and heteroscedasticity; (3) multiple linear regression analysis to test the effect of independent variables on the dependent variable; and (4) hypothesis testing using the t-test for partial effects and the F-test for simultaneous effects, with a significance level of 5%.

### 5. Research Implementation

The implementation of research activities consisted of four main stages: (1) preparation by identifying research problems and developing instruments; (2) data collection through the distribution of online questionnaires to respondents in Madiun City; (3) data processing using SPSS to conduct statistical analysis; and (4) reporting the results through the interpretation of findings, formulation of conclusions, and preparation of recommendations. Ethical considerations were also applied by ensuring informed consent, voluntary participation, and confidentiality of respondents' data

## C. RESULTS AND DISCUSSIONS

### 1. Validity Test

The validity test was conducted to determine whether each indicator in the questionnaire was able to accurately measure the variables under study. An item is considered valid if the correlation coefficient (r-count) is greater than 0.30 and the significance value is less than 0.05. The results in Table 4.1 indicate that all items for the independent variables—celebrity endorser, brand image, product quality, and brand trust—as well as the dependent variable—purchase decision—meet the requirements of validity.

**Table 4.1 Validity Test Results**

Variable	Item Code	r-count	Sig.	Result
Celebrity Endorser	X1.1 – X1.5	>0.3	<0.05	Valid

Brand Image	X2.1 – X2.5	>0.3	<0.05	Valid
Product Quality	X3.1 – X3.5	>0.3	<0.05	Valid
Brand Trust	X4.1 – X4.5	>0.3	<0.05	Valid
Purchase Decision	Y1.1 – Y1.5	>0.3	<0.05	Valid

The results suggest that the measurement items used in the study are appropriate. For example, in the case of the celebrity endorser variable, indicators such as attractiveness, expertise, trustworthiness, respect, and similarity were all found valid, meaning that these elements truly represent consumer perceptions about celebrity endorsement. Similarly, the indicators for brand image, such as company reputation, logo identity, and product consistency, were confirmed valid. This reinforces the reliability of the questionnaire as a tool to gather meaningful data.

## 2. Reliability Test

Reliability was assessed using Cronbach's Alpha. A variable is considered reliable when its Alpha coefficient is greater than 0.70. As shown in Table 4.2, the values of all variables exceeded 0.85, which indicates a very high level of internal consistency among the items.

**Table 4.2 Reliability Test Results**

Variable	Cronbach's Alpha	Result
Celebrity Endorser	0.874	Reliable
Brand Image	0.856	Reliable
Product Quality	0.882	Reliable
Brand Trust	0.861	Reliable
Purchase Decision	0.890	Reliable

The high Alpha coefficients suggest that the questions designed for each construct consistently measure the same underlying dimension. For instance, in the case of purchase decision, items regarding purchase frequency, satisfaction, and recommendation behavior produced consistent answers from respondents. This

strengthens the robustness of the research instrument. Without such reliability, any conclusions drawn would risk being inconsistent or misleading.

### 3. Classical Assumption Test

Before performing regression analysis, classical assumption tests were carried out to ensure the appropriateness of the data.

**Table 4.3 Classical Assumption Test Results**

Test	Result	Conclusion
Normality	Sig. > 0.05	Normal
Multicollinearity	VIF < 10	No multicollinearity
Heteroscedasticity	Random scatter	No heteroscedasticity

The normality test confirmed that the data are normally distributed, which is important for regression accuracy. The absence of multicollinearity indicates that the independent variables—celebrity endorser, brand image, product quality, and brand trust—are not excessively correlated with one another, thus avoiding distortion in regression estimates. Similarly, the heteroscedasticity test showed no pattern in the residual scatterplot, meaning the variance of errors is constant across observations. Meeting all these assumptions validates the use of multiple linear regression for further analysis.

### 4. Multiple Linear Regression Analysis

Regression analysis was applied to test the simultaneous and partial effects of the independent variables on purchase decision.

**Table 4.4 Regression Coefficients**

Variable	Coefficient (B)	t-value	Sig.	Result
Constant	2.514	–	–	–
Celebrity Endorser	0.312	3.256	0.002	Significant
Brand Image	0.228	2.876	0.005	Significant

Product Quality	0.145	2.014	0.046	Significant
Brand Trust	0.276	3.541	0.001	Significant

The regression equation is:

$$Y = 2.514 + 0.312X_1 + 0.228X_2 + 0.145X_3 + 0.276X_4$$

This equation demonstrates that each variable positively affects purchase decisions. Celebrity endorser has the highest coefficient (0.312), which means that among the independent variables, it contributes the most to purchase decision. This result is reasonable considering the influence of social media personalities on Generation Z consumers. On the other hand, product quality shows the smallest coefficient (0.145), which implies that while quality remains important, it is less decisive compared to other factors.

## 5. Hypothesis Testing

### a. Partial Test (t-test)

All independent variables have Sig. < 0.05, which confirms their partial significance. This means that celebrity endorser, brand image, product quality, and brand trust each individually affect consumer purchasing decisions.

### b. Simultaneous Test (F-test)

**Table 4.5 F-Test Results**

F-value	Sig.	Conclusion
54.732	0.000	Significant

The F-test shows that all independent variables simultaneously affect purchase decision. This indicates that the model as a whole is statistically significant.

### c. Determination Coefficient (R<sup>2</sup>)

**Table 4.6 Determination Test Results**

R <sup>2</sup>	Adjusted R <sup>2</sup>	Conclusion

0.698	0.684	68.4% of purchase decision is explained by the model
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The  $R^2$  value of 0.698 suggests that nearly 70% of the variance in purchase decisions can be explained by celebrity endorser, brand image, product quality, and brand trust. The remaining 31.6% may be explained by other factors such as pricing, peer influence, promotional campaigns, or personal preferences.

## 6. Discussion

The results clearly show that the celebrity endorser variable plays the strongest role in influencing purchase decisions. This finding aligns with the reality that social media platforms such as TikTok have made influencers and celebrities powerful marketing tools. Fuji, as Glowsophy's brand ambassador, possesses high attractiveness and credibility, enabling her to establish trust and admiration among Generation Z consumers. Previous studies by Wardani et al. (2022) also highlighted that celebrity attractiveness, trustworthiness, and similarity with consumers are essential determinants in building purchase intention.

The brand image variable also demonstrated a significant effect. This result highlights the importance of consumer perceptions toward brand identity. Glowsophy's simple yet elegant design, combined with positive brand associations, enhances consumer trust and emotional connection. This aligns with the findings of Siswanty et al. (2020), which emphasized that a positive brand image can result in strong consumer loyalty and purchase repetition. Consumers often perceive a brand not only as a product but as a representation of values and identity, making image a central determinant of their choice.

Although product quality showed the lowest coefficient, it still significantly affected purchase decisions. This suggests that while quality remains a fundamental requirement, Generation Z consumers are more heavily influenced by external factors

such as endorsements and brand presentation. However, it should not be underestimated, since positive reviews of product effectiveness can still strengthen consumer confidence. This result is consistent with Salamah et al. (2023), who argued that product quality contributes significantly to the decision-making process, particularly when combined with marketing strategies.

The role of brand trust also emerged as crucial. A brand that consumers perceive as reliable and authentic fosters higher purchasing confidence. For Glowsophy, certification from BPOM plays a central role in assuring customers that its products are safe and authentic. This finding is consistent with Salam et al. (2022), who reported that trust is an important element in the cosmetics industry, where counterfeit products are prevalent. Strong brand trust reduces consumer uncertainty and encourages repeat purchases.

Overall, the findings demonstrate that while product quality and brand trust are important, the driving force behind Glowsophy's rapid success lies in celebrity endorsement and brand image. This reflects the changing dynamics of consumer behavior, where social influence and identity perception increasingly shape purchasing decisions in the beauty industry.

#### **D. CONCLUSIONS**

Based on the results of this research, it can be concluded that consumer purchasing decisions in the beauty industry are influenced by various interrelated factors, including celebrity endorsement, brand image, product quality, and brand trust. The findings highlight that endorsement by influential public figures and a strong brand image play a particularly important role in shaping the attitudes and behaviors of Generation Z consumers, while product quality and brand trust remain essential in maintaining consumer confidence and loyalty. This study emphasizes the growing importance of social media and digital platforms as marketing channels that significantly determine the success of cosmetic products in the marketplace.

Despite providing valuable insights, this research has several limitations. The study was conducted within a specific geographical area, namely Madiun City, which may limit the generalizability of the findings to other regions. Furthermore, the research relied on self-reported data through online questionnaires, which may be subject to response bias. Additionally, the variables analyzed were limited to celebrity endorsement, brand image, product quality, and brand trust, while other potential factors such as price, peer influence, and promotional strategies were not included. These limitations indicate that the results should be interpreted with caution and considered as part of a broader understanding of consumer behavior in the beauty industry.

Future research is expected to address these limitations by expanding the scope of study to different locations and consumer groups, applying mixed-method approaches to gain deeper insights, and incorporating additional variables that may influence purchasing decisions. Such efforts will contribute to a more comprehensive understanding of the dynamics within the cosmetic and skincare market, particularly in the digital era where consumer behavior is rapidly evolving.

### **E. SUGGESTIONS**

For future researchers, it is suggested to expand the scope of research by including a more diverse population across various cities and regions, so that the findings can better represent consumer behavior at a national level. It is also recommended to combine quantitative and qualitative approaches, such as interviews or focus group discussions, to capture more detailed perspectives on how consumers perceive brands and products.

Researchers are also encouraged to examine additional variables such as pricing strategies, peer influence, online reviews, and social media engagement, as these factors may significantly interact with the variables analyzed in this study. Exploring these aspects will provide a more holistic understanding of consumer decision-making processes.

For studies with different objects, future research may focus on other industries beyond cosmetics, such as food and beverages, fashion, or technology, to test whether similar factors influence purchasing decisions across different markets. Meanwhile, for studies with the same object, subsequent research could compare the effectiveness of different marketing strategies used by local and international beauty brands. These suggestions aim to support the development of broader and more practical insights into consumer behavior and marketing strategy in the digital age.

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