



## The Influence of Product Quality, Brand Image, and Celebrity Endorser on Purchase Decision (A Study on Somethinc Skincare)

Christalia Fabiola<sup>1</sup>, Sonny Indrajaya<sup>2</sup>.

<sup>1</sup>Universitas Mercu Buana, Jakarta, Indonesia, christaliafabiola10@gmail.com.

<sup>2</sup>Universitas Mercu Buana, Jakarta, Indonesia, sonny.indrajaya@mercubuana.ac.id.

Corresponding Author: christaliafabiola10@gmail.com<sup>1</sup>

**Abstract:** The study aims to analyze the influence of product quality, brand image, and celebrity endorser on purchase decision of skincare Somethinc, and the object of the study is the user of product in the Bekasi area. The design of the study uses a quantitative approach with sampling using purposive sampling on 160 respondents. The data collection method uses the survey method, with the research instrument is a questionnaire. Data processing is done using partial least squares (PLS) through the SMARTPLS 3.0 statistical software, and the analytical method used a structural equation modeling (SEM). The findings of this study indicate that product quality has a positive and significant impact on purchase decisions. Furthermore, brand perception also contributes positively and significantly to consumer choices. The presence of a celebrity endorser similarly exerts a positive and significant influence on purchasing decisions.

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

### INTRODUCTION

Indonesia has entered the era of globalization, where technological advancements have greatly impacted the beauty industry. One of the rapidly growing sectors is cosmetics and facial care products, as these have become essential needs for many women (Putri, 2023). As this industry grows, competition in the cosmetics market is also intensifying. Many local skincare brands continue to innovate and offer a variety of products tailored to customers' needs and skin conditions (Kurniawati, 2020).

The global beauty and skincare industry has witnessed substantial growth in recent years, driven by rising consumer awareness of personal care, increasing disposable incomes, and the influence of digital media. According to Statista (2024), the global skincare market is projected to reach USD 186 billion by 2030, with Asia-Pacific emerging as the fastest-growing region. This expansion is fueled by trends such as natural ingredients, personalized skincare, and the growing popularity of K-beauty and J-beauty. As consumers become more informed and selective, brands are compelled to enhance their product quality, transparency, and marketing strategies to stay competitive (Kalam et al., 2023).

Somethinc, a local skincare brand founded in 2019, has outperformed various competitors. Based on Kompas (2022), Somethinc led skincare sales in Indonesia with 64,800

units sold, surpassing brands like Scarlett (35,900), Garnier (21,300), Whitelab (19,500), and Skintific (18,700). This consistent performance confirms its dominance in the local market (Permana et al., 2024). In the Kompas Dashboard 2024, Somethinc ranks fifth among the top 10 skincare brands, an improvement from its seventh position in 2023. The steady increase reflects consumer trust and a strong brand reputation (Infobrand.id, 2023). Its achievement includes the "Brand Choice for Health & Beauty" award, further reinforcing market credibility.

Celebrity endorsements significantly contribute to brand strength. For instance, Somethinc's collaboration with Han So Hee and NCT Dream resulted in a surge in product sales. A toner campaign featuring NCT Dream in February 2023 led to the sale of 2,300 units and revenue of IDR 152.6 million. This rose to 3,100 units and IDR 213.6 million in the following period (Kompas.co.id, 2023).

To better understand factors influencing purchase decisions, a pre-survey was conducted among 35 consumers. The results show:

**Table 1. Pra-Survey Results**

No	Pertanyaan	Ya	Tidak	Variabel
1	Kandungan yang digunakan pada produk <i>skincare</i> Somethinc menggunakan bahan-bahan dengan kualitas tinggi.	31	4	Kualitas Produk
2	Menurut saya Somethinc mempunyai kemampuan untuk mengembangkan produk <i>skincare</i> yang sesuai dengan kebutuhan kulit.	31	4	Citra Merek
3	Saya membeli produk <i>skincare</i> Somethinc karena selebriti yang mempromosikan produk <i>skincare</i> Somethinc membuat tertarik untuk membeli produk tersebut.	29	6	Celebrity Endorser
4	Saya memilih untuk membeli produk <i>skincare</i> Somethinc karna memiliki harga yang terjangkau.	17	18	Presepsi Harga
5	Saya membeli produk <i>skincare</i> Somethinc karena direkomendasikan oleh teman.	15	20	Word of Mouth
6	Promosi yang dilakukan Somethinc terhadap produk <i>skincare</i> - nya membuat saya tertarik untuk mencoba produk <i>skincare</i> Somethinc.	24	11	Promosi Penjualan
7	Kemasan yang digunakan Somethinc dalam produk <i>skincare</i> sangat praktis untuk dibawa kemana-mana.	25	10	Kemasan Produk

These results indicate that the dominant factors affecting purchasing decisions are the perceived product quality, brand image, and influence of celebrity endorsers, aligning with findings from previous research (Moenardy & Ximene, 2023; Akoglu & Ozbek, 2024; Mamedov et al., 2021; Nguyen & Duong, 2024; Septiani et al., 2022; Hong et al., 2024).

### Purchase Decision

Purchase decision refers to the action taken by consumers after being motivated to buy or pay for a product. It is a process in which consumers are directly involved in acquiring and using a particular item (Kotler & Keller, 2016). The decision-making process involves evaluating their needs and selecting from the available options before making a purchase (Sari et al., 2024).

### Quality Product

Product quality is a key factor in determining the value of a product. This is because product quality represents the outcome of a company's efforts to offer goods to the market that

are intended to be purchased, used, or consumed in order to meet consumer needs and wants (Faradila et al., 2023).

Quality is a highly prioritized aspect by consumers, including product durability, long-term usability, and aesthetics that align with societal preferences (Nasution & Kurniawati, 2022). Product quality plays a crucial role in influencing consumer purchase decisions, as consumers tend to prefer goods with high quality (Martini et al., 2021).

### Brand Image

Brand image refers to how consumers perceive and trust a brand, as reflected in their memory and associations with that brand. A strong brand image provides a competitive advantage, including the ability to differentiate the brand from similar products. By introducing high-value products supported by strong brand equity, companies can attract consumer attention and influence purchasing decisions (Kotler & Armstrong, 2018).

Brand image also relates to the impression a brand leaves on consumers. Consistent consumer loyalty is often built upon a strong and favorable brand image. Products with a positive and well-established brand image are more likely to be remembered by consumers and have a higher potential for repeat purchases (Indrajaya & Pangestu, 2021). Maintaining a strong and positive brand image in the minds of consumers is essential for sustaining favorable brand perceptions (Faradiba & Hussein, 2022).

### Celebrity Endorser

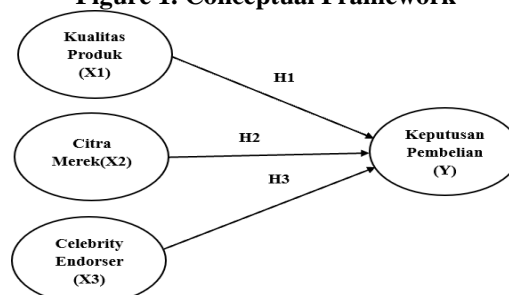
Celebrity endorsers play a crucial role in promotional strategies and are considered one of the most popular tools in marketing campaigns. Their attractiveness and ability to capture public trust make them effective in increasing product awareness and recognition among consumers (Faradiba & Hussein, 2022). Utilizing celebrity endorsers is also a creative approach to delivering messages that are attention-grabbing and memorable, achieved through the use of well-known or appealing public figures (Kotler & Keller, 2016).

The development of hypotheses in this study is based on both theoretical perspectives and empirical findings concerning product quality, brand image, and celebrity endorsers in consumer behavior. Drawing on previous research and marketing theory, product quality is viewed as the degree to which a product fulfills consumer expectations regarding ingredients, comfort, safety, and design.

Brand image reflects how consumers perceive and trust a brand, which influences their loyalty and willingness to repurchase. Meanwhile, celebrity endorsers are seen as influential figures whose attractiveness, credibility, and expertise can enhance product appeal. These variables are hypothesized to significantly influence consumer purchase decisions for Somethinc skincare products. Therefore, the following hypotheses are proposed in this research:

- H1: Product quality has a positive and significant effect on purchase decision.
- H2: Brand image has a positive and significant effect on purchase decision.
- H3: Celebrity endorser has a positive and significant effect on purchase decision

**Figure 1. Conceptual Framework**



## **METHOD**

### **Research Design.**

This study adopts a quantitative causal research design, aiming to examine and explain the influence of product quality, brand image, and celebrity endorser on the purchase decision of Somethinc skincare products.

Causal design is suitable when the objective is to test hypotheses about cause-effect relationships among variables (Sugiyono, 2019). The approach enables objective measurement using statistical tools, allowing the researcher to draw valid conclusions from the data collected (Hair et al., 2022).

### **Population and Samples**

The population in this study includes all users of Somethinc skincare products located in Bekasi, Indonesia. Since the total population is unknown and difficult to access, the research employs a non-probability sampling technique, specifically purposive sampling. A total of 160 respondents were selected, which meets the minimum threshold for Partial Least Square analysis as recommended by Hair et al. (2022), who suggested that sample sizes between 100–200 are acceptable for models with three to five constructs.

### **Data collection**

Primary data was gathered through an online survey using structured questionnaires, distributed via Google Forms to respondents who met the sampling criteria. Prior to distribution, a pre-survey was conducted with 35 individuals to validate the relevance of the variables and the clarity of the questionnaire. The results of the pre-survey confirmed that product quality, brand image, and celebrity endorser were indeed influential factors in the purchasing decisions of Somethinc skincare users.

### **Research Instruments**

The research instrument used in this study was a structured questionnaire designed to measure four key constructs: product quality, brand image, celebrity endorser, and purchase decision. Each construct was developed based on indicators derived from previous validated studies.

Product quality is assessed using eight indicators adapted from Pandey et al. (2021), including product manufacturing speed, product comfort, product composition, product defects, year of manufacture, expiration date, product logo, and product design. Brand image is measured through six indicators based on the work of Tjiptono and Diana, as cited in Aprilia and Tukidi (2021), namely consumer experience, purchase motives, brand trust, product knowledge, product acceptance by consumers, and repeat purchases.

The celebrity endorser variable follows eight indicators proposed by Nguyen (2021), which consist of the celebrity's ability to attract attention, elegant appearance, honesty in conveying product information, trustworthiness, product knowledge, advertising skills, likability of their communication skills, and appreciation of their product knowledge. Lastly, purchase decision is measured using ten indicators based on Kotler and Armstrong (2016), such as the alignment between the chosen and offered products, product suitability with consumer needs, brand popularity, brand confidence, ease of access to the product (both online and offline), product availability in stores, time required to complete the purchase, consistent stock presence, purchase frequency within a certain period, and the number of units sold during a specific time frame.

All items were rated using a 5-point Likert scale, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree), which allowed the respondents to express the intensity of their agreement toward each statement.

**Data Analysis**

The data obtained from the questionnaires will be analyzed using descriptive and inferential statistical methods. Descriptive analysis is used to identify response patterns from Somethinc consumers, particularly in evaluating how respondents perceive product quality, brand image, celebrity endorser, and purchase decision. This analysis aims to summarize the central tendencies (mean), frequencies, and percentage distributions of each variable and indicator, thereby helping to understand general consumer behavior patterns.

Furthermore, inferential analysis is conducted using Structural Equation Modeling (SEM) with the Partial Least Square (PLS) approach through the SmartPLS 4.0 software. The SEM-PLS method is used to examine the relationships between variables and to test the proposed hypotheses. The model consists of two main stages: outer model and inner model evaluation. The outer model assesses indicator reliability and validity using Loading Factors, Average Variance Extracted (AVE), Composite Reliability, and Cronbach’s Alpha. Meanwhile, the inner model tests the strength and significance of the relationships between variables through R-square (R<sup>2</sup>), f-square (f<sup>2</sup>), and Q<sup>2</sup> predictive relevance, as well as hypothesis testing using bootstrapping with 5,000 subsamples (Hair et al., 2022).

By integrating both descriptive and inferential analysis methods, the researcher can examine consumer responses while also determining the extent and significance of the influence exerted by product quality, brand image, and celebrity endorsers on purchase decisions.

**RESULTS AND DISCUSSION**

According to Hair et al. (2022), convergent validity refers to the extent to which indicators within a construct are strongly correlated and collectively represent the variance of that construct. Convergent validity is evaluated through the loading coefficients of both endogenous and exogenous variables, with a recommended threshold above 0.70 for well- established research models.

Meanwhile, Average Variance Extracted (AVE) indicates the internal correlation among indicators within each latent variable. An AVE value of at least

0.50 is considered acceptable, representing the average variance explained by the indicators

**Table 2. Loading Factor**

Variable	Indicator	Outer Loading	Keterangan
Product Quality	KP1	0.835	Valid
	KP2	0.739	Valid
	KP3	0.855	Valid
	KP4	0.866	Valid
	KP5	0.807	Valid
	KP6	0.837	Valid
	KP7	0.879	Valid
	KP8	0.795	Valid
Brand Image	CM1	0.851	Valid
	CM2	0.764	Valid
	CM3	0.869	Valid
	CM4	0.892	Valid
	CM5	0.782	Valid
	CM6	0.851	Valid
Celebrity Endorser	CE1	0.832	Valid
	CE2	0.736	Valid
	CE3	0.836	Valid

	CE4	0.833	Valid
	CE5	0.740	Valid
	CE6	0.830	Valid
	CE7	0.847	Valid
	CE8	0.842	Valid
Purchase Decision	KPS1	0.850	Valid
	KPS2	0.831	Valid
	KPS3	0.885	Valid
	KPS4	0.860	Valid
	KPS5	0.872	Valid
	KPS6	0.896	Valid
	KPS7	0.893	Valid
	KPS8	0.820	Valid
	KPS9	0.897	Valid
	KPS10	0.894	Valid

Based on the test results in Table 2, it shows that all indicators have met the outer loading because they have a loading factor value of more than  $\geq 0.7$ . The composite reliability test is used to assess the extent to which the instruments in the research model are reliable.

**Table 3. Fornell Larcker Criterion**

	Product Quality	Brand Image	Celebrity Endorser	Purchase Decision
Product Quality	0.828			
Brand Image	0.656	0.836		
Celebrity Endorser	0.672	0.670	0.813	
Purchase Decision	0.757	0.786	0.770	0.87

Based on the data analysis results shown in the table above, the loading factor values of each indicator are higher for their respective constructs than for any other constructs. This indicates that all variables in the model demonstrate good discriminant validity.

**Table 4. Average Variance Extracted**

Variable	Average Variance Extracted (AVE)	Keterangan
Product Quality	0.685	Valid
Brand Image	0.699	Valid
Celebrity Endorser	0.661	Valid
Purchase Decision	0.757	Valid

Source: author (2025)

Discriminant validity can be assessed by comparing the square root of the Average Variance Extracted (AVE) for each construct with its correlations to other constructs within the model. A construct is considered valid when its AVE value exceeds 0.5 (Hair et al., 2022). It can be concluded that the Average Variance Extracted (AVE) values for all variables in this study exceed 0.50. This indicates that each latent variable (product quality, brand image, celebrity endorser, and purchase decision) demonstrates satisfactory convergent validity, as the AVE values surpass the recommended threshold of 0.50.

**Table 5. Reliability Test Value**

Variable	Cronbach's Alpha	Composite Reliability	Keterangan
Product Quality	0.934	0.938	Reliable
Brand Image	0.913	0.918	Reliable
Celebrity Endorser	0.926	0.931	Reliable
Purchase Decision	0.964	0.965	Reliable

Source : author (2025)

The table above shows that all variables exhibit strong internal consistency, as evidenced by Cronbach's alpha and composite reliability values exceeding 0.70. This confirms that the constructs are reliable and appropriate for subsequent analysis. A construct is declared reliable if the composite reliability and Cronbach's alpha values for each variable indicator reach at least 0.7 (Hair et al., 2022). This shows that the questionnaire used is consistent and reliable.

**Table 6. R-Square**

Variable	R-Square
Purchase Decision	0.766

Source : author (2025)

Based on table, the R-square value for the Purchase Decision variable (Y) is 0.766 or 76.6%. This indicates that the model in this study demonstrates a strong explanatory power, as an R-square value above 0.75 is classified as strong. Therefore, the variables Product Quality, Brand Image, and Celebrity Endorsement collectively explain 76.6% of the variance in Purchase Decision, while the remaining 23.4% is influenced by other factors not included in this research.

**Table 7. F-Square**

Variable	Purchase Decision
Product Quality	0.174
Brand Image	0.292
Celebrity Endorser	0.197

Source : author (2025)

Referring to Table 7, the F-Square test results in this study indicate a moderate effect size. This is evidenced by the effect values of each independent variable on the dependent variable, where product quality (X1) = 0.174, brand image (X2) = 0.292, and celebrity endorser (X3) = 0.197. These values fall within the range classified as moderate, suggesting that each variable contributes meaningfully, though not overwhelmingly, to explaining the variance in purchase decisions.

**Table 8. Q-Square**

Variable	Q-Square
Purchase Decision	0.574

Source : author (2025)

Based on Table 8, the predictive relevance (Q<sup>2</sup>) value for the model in this study shows a positive result. The Q<sup>2</sup> value of 0.574 for Product Quality, Brand Image, and Celebrity Endorsement in explaining Purchase Decision exceeds zero, indicating that the model has good predictive relevance. This suggests that the model is capable of accurately predicting purchase decisions within the context of the study.

**Table 9. Hypothesis Test**

Variable	Original Sample (O)	Sample Mean (M)	STDEV	T-Statistics	P-Values
Product Quality	0.174	0.295	0.085	3.469	0.000
Brand Image	0.292	0.379	0.085	4.485	0.000
Celebrity Endorser	0.197	0.318	0.088	3.621	0.000

Source : author(2025)

Based on bootstrapping results, the influence of each independent variable on the dependent variable is summarized as follows:

1. Product Quality has a positive and significant effect on Purchase Decision, as indicated by the original sample value of 0.294, a t-statistic of 3.466 (greater than the t-table value of 1.65), and a p-value of 0.000 (less than 0.05). Therefore, H1 is accepted, confirming that Product Quality significantly and positively influences Purchase Decision.
2. Brand Image also demonstrates a positive and significant impact on Purchase Decision, supported by an original sample value of 0.380, a t-statistic of 4.485 > 1.65, and a p-value of 0.000 < 0.05. Hence, H2 is accepted, affirming that Brand Image significantly and positively affects Purchase Decision.
3. Celebrity Endorser exerts a positive and significant influence on Purchase Decision, as reflected in an original sample value of 0.318, a t-statistic of 3.621 > 1.65, and a p-value of 0.000 < 0.05. Accordingly, H3 is accepted, indicating that Celebrity Endorsement has a significant and positive effect on Purchase Decision.

## CONCLUSION

This study aims to analyze the influence of product quality, brand image, and celebrity endorser on purchase decisions, with respondents consisting of Somethinc skincare consumers. The results show that all three variables have a positive and significant impact on purchasing decisions. Product quality is shown to increase consumer buying interest, as better quality correlates with stronger purchase intention. Brand image also plays a significant role, where a positive image of Somethinc helps strengthen consumer trust and attraction. Additionally, the use of suitable celebrity endorsers enhances product appeal and effectively encourages consumers to make purchasing decisions.

## REFERENCE

- Akoglu, H. E. (2024). Online purchase behavior of sports consumers: the effect of WOM and celebrity endorsements. *International Journal of Sports Marketing and Sponsorship*.
- Faradiba, S. F., & Hussein, A. S. (2022). Pengaruh Kredibilitas Celebrity Endorser, Citra Merek, dan Kualitas Produk Terhadap Keputusan Pembelian. *Jurnal Manajemen Pemasaran Dan Perilaku Konsumen*, 01(2), 258–269. <https://dx.doi.org/10.217676/jmppk.2022.01.2.14>
- Hong, K. N. T., Minh, S. V., Nguyen, H.-T., & Tran, H. M. N. (2023). The Role of Brand Ambassadors in Shaping Brand Image and Driving Purchase Intentions: A Case Study in the Fashion Industry in Vietnam. *The Role of Brand Ambassadors in Shaping Brand Image and Driving Purchase Intentions: A Case Study in the Fashion Industr*. *Kurdish Studies*, 11, 2761–2781. DOI: <https://doi.org/10.58262/ks.v11i102.201>
- Indrajaya, S., & Pangestu, M. (2021). Analysis of Online Purchase Decisions with Modeling Structural Equation Based on Variance. *Jurnal Manajemen*, 25(1), 92-108. <https://doi.org/10.24912/jm.v25i1.705>
- Kalam, A., Lee, G. C., & Ying, T. Y. (2023). Remodeling Consumer Brand Choice Behavior: The Effects of Social Media Influences and Celebrity Endorsement. *MATEC Web of Conferences*, 377, 02004. <https://doi.org/10.1051/matecconf/202337702004>
- Kotler, P. and Armstrong, G (2018). *Principles of Marketing Global Edition 17th Edition*.

London: Pearson Education

- Kotler, P. and Keller, Kevin L. (2016) *Marketing Manajemen*, 15th Edition. New Jersey: Pearson Pretice Hall, Inc
- Kurniawati, N. (2020). Analisis pengaruh word of mouth dan citra merek terhadap keputusan pembelian produk kosmetik makeover kota semarang. *Forum Ekonomi*, 22(2), 286–295.
- Mamedov, Khatibi, & Tham, J. (2021). Impact Of Brand Image, Price And Quality On Purchasing Decision On Foreign Clothing Companies Among Working Adults In Kazakhstan. *National Economy: Developement Vectors*, 28–42.  
<https://doi.org/10.52821/2789-4401-2021-6-28-42>
- Martini, A. N., Feriyansyah, A., & Venanza, S. (2021). Pengaruh Kualitas Produk Terhadap Keputusan Pembelian Handphone Oppo Di Kota Pagar Alam. *Jurnal Aktiva : Riset Akuntansi Dan Keuangan*, 3(1), 44–53.
- Moenardy, K. K., & Ximenes, L. (2023). The Influence of Product Quality, Brand Image, and Promotion on Product Purchase Decisions. *Journal of Digitainability, Realism & Mastery (DREAM)*, 2(12), 174–187.
- Nasution, A. B., & Kurniawati, T. (2022). Pengaruh Electronic Word Of Mouth, Harga Dan Promosi Penjualan Terhadap Keputusan Pembelian Di Online Shop Lazada (Studi Kasus Pada Masyarakat Kota Padang). *Jurnal Salingka Nagari*, 01(2), 101–110.
- Nguyen, H.-L., & Duong, Q.-N. (2024). Analyzing the Influencers affecting Gen Z Customer' Purchasing Behaviour on e-Commerce and Cosmetics in Vietnam. *Journal of Advanced Research in Business and Management Studies*, 35(1), 26–43.  
<https://doi.org/10.37934/arbms.35.1.43>
- Permana, E., Putri, R. S. E., Alfinda, P. D., & Mardhiyah, M. (2024). Strategi pemasaran produk skincare Somethinc di kalangan Generasi Z. *Jurnal Pemasaran Kompetitif*, 7(2), 119–135.
- Putri, R., & Munas, B. (2023). Pengaruh Digital Marketing Dan Word Of Mouth Terhadap Keputusan Pembelian Konsumen Dengan Brand Image Sebagai Variabel Mediasi (Studi Pada Konsumen Wingko Babat Pak Moel di Kota Semarang). *Diponegoro Journal of Management*, 12(1), 1–15.
- Sari, H., Yulasmi, & Sopali, M. F. (2024). Pengaruh kualitas produk dan harga terhadap keputusan pembelian dengan citra merek sebagai variabel intervening pada skincare Acnes (Studi kasus pada obat jerawat merek Acnes di Kota Padang). *Trending: Jurnal Ekonomi, Akuntansi dan Manajemen*, 2(2), 69–82.  
<https://doi.org/10.30640/trending.v2i2.2228>
- Septiani, I., Udayana, I. B. N., & Hatmanti, L. T. (2022). Analisis pengaruh celebrity endorser, brand image, kualitas produk terhadap keputusan pembelian produk kosmetik Ms Glow melalui word of mouth sebagai variabel mediasi. *Jurnal Disrupsi Bisnis*, 5(1), 42–52.  
<http://dx.doi.org/10.32493/drj.v5i1.17205>
- Sugiyono, P. D (2019). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*, Edisi ke-2 Bandung: Alfabeta.