

The Influence of Social Media Marketing, Celebrity Endorsement, and Electronic Word of Mouth (E-WOM) on Consumer Purchase Intention (A Case Study of Mustika Ratu Beauty Products in Semarang, Indonesia)

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Abstract: This study examines the impact of Social Media Marketing, Celebrity Endorsement, and Electronic Word of Mouth (E-WOM) on consumer purchase intention for Mustika Ratu beauty products in Semarang, Indonesia. The research employs a quantitative approach, with 97 respondents selected through purposive sampling. Data were collected via structured questionnaires, and the analysis was conducted using multiple linear regression, t-tests, F-tests, and the coefficient of determination in SPSS. The results indicate that Social Media Marketing and E-WOM both have a positive and significant impact on consumer purchase intention. In contrast, Celebrity Endorsement was found to have a negative and insignificant effect on purchase intention. When considered simultaneously, all three variables significantly influence consumer purchase intention. These findings highlight the increasing role of digital engagement, particularly through social media platforms and online peer reviews, in shaping consumer behavior in the beauty industry. The study also points out that, despite the popularity of celebrity endorsements, their influence on purchasing decisions may not always be as impactful as digital marketing strategies and E-WOM, which appear to resonate more strongly with consumers. Additionally, the research provides valuable insights into the digital marketing strategies in the Indonesian beauty sector, particularly how local beauty brands like Mustika Ratu can leverage social media and online word-of-mouth to strengthen their market positioning. This study offers practical recommendations for businesses aiming to improve their marketing strategies by focusing on online engagement and consumer feedback, which are critical in today's highly competitive and digitally-driven consumer environment. The findings contribute to the broader literature on the effectiveness of digital marketing in the Indonesian market and suggest potential areas for further research into consumer behavior in the beauty industry.

Keywords: Celebrity Endorsement; Digital Marketing; E-WOM; Mustika Ratu; Purchase Desire

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1. Introduction

In the digital era, consumer behavior has undergone significant transformation, driven by widespread internet access and the rise of smartphones. This evolution has prompted businesses to shift from traditional marketing to more comprehensive digital strategies Chaffey, D., & Ellis-Chadwick, F. (2019). Social media platforms have redefined how consumers interact with brands, requiring companies to establish direct engagement with their audiences Scott, D. M. (2017). Consequently, understanding the factors that influence consumer purchase intention has become essential, particularly in the beauty industry, where consumer preferences are dynamic and heavily influenced by digital content Kotler, P., & Keller, K. L. (2016).

Despite extensive research on digital marketing strategies, there remains a gap in studies investigating the combined influence of social media marketing, celebrity endorsement, and electronic word of mouth (E-WOM) on purchase intention, especially in the context of local Indonesian beauty brands. Prior studies have shown mixed results regarding the effectiveness of these strategies Aqshel, A. (2024). For example, while social media marketing is found to significantly enhance purchase intention in some contexts, others report negligible or even negative effects, depending on execution quality and audience perception.

The urgency of addressing this gap is amplified by the rapid growth of the beauty industry and the increasing reliance on digital marketing. In 2024, Indonesia's beauty and personal care sector is projected to reach USD 9.17 billion, underscoring its economic importance. However, despite being a long-established brand, Mustika Ratu has faced declining sales and brand recognition, indicating a need for more targeted and effective marketing strategies, including digital engagement through social media, endorsement figures, and consumer-generated content.

This study aims to examine the effect of social media marketing, celebrity endorsement, and E-WOM on consumer purchase intention toward Mustika Ratu beauty products in Semarang. Specifically, it seeks to analyze the individual and combined impact of these variables on the decision-making process of young adult consumers.

The findings from this study are expected to contribute to both academic and practical domains. Academically, this research enriches the literature on digital marketing strategies in the Indonesian beauty industry. Practically, it provides actionable insights for local beauty brands seeking to enhance consumer engagement and purchasing behavior in increasingly competitive digital markets.

2. Preliminaries or Related Work or Literature Review

2.1. Consumer Purchase Intention

Consumer purchase intention reflects a person's desire to buy a product, shaped by various internal and external influences such as perception, motivation, and marketing stimuli. It is defined as the stage where consumers begin to show interest after evaluating product alternatives. Psychological and social factors are also essential in this process. The Theory of Planned Behavior highlights the influence of attitudes, subjective norms, and perceived behavioral control in shaping behavioral intentions. Meanwhile, Self-Determination Theory emphasizes the role of both intrinsic and extrinsic motivations such as autonomy and emotional connection in fostering consumer interest.

2.2 Social Media Marketing

Social media marketing (SMM), as part of digital marketing, utilizes online platforms to create engagement and build brand awareness. It functions as a tool for brand interaction and loyalty-building through content creation, feedback, and relationship management. It also

enables direct communication between brands and users, and plays a strategic role in influencing consumer purchase decisions. Indicators of effective SMM include content creation, sharing, connecting, and community building.

Celebrity endorsement serves as a persuasive promotional approach using public figures to represent or promote products. The effectiveness of this strategy often depends on the celebrity's credibility, expertise, and attractiveness. According to the Meaning Transfer Model, a celebrity's image can be transferred to the brand, thereby shaping consumer perception. This process is reinforced by the principle of social proof, in which individuals are more likely to follow behaviors endorsed by admired figures. Additionally, the emotional bond that fans feel with celebrities can enhance their interest in the endorsed products.

2.3 Electronic Word of Mouth (E-WOM)

Electronic Word of Mouth (E-WOM) refers to consumer-shared experiences, reviews, and product recommendations in online spaces. As a modern extension of traditional word-of-mouth, E-WOM has gained significant influence in digital purchasing behavior. It has been shown to positively affect purchase intention as consumers increasingly rely on peer evaluations before making decisions. However, other studies have reported weaker or even negative impacts, indicating that consumer responses to online recommendations can vary depending on context and trust levels.

Despite numerous studies on Social Media Marketing (SMM), celebrity endorsement, and E-WOM, findings remain inconsistent. Strong positive effects of SMM on purchase intention were observed in some research, while others did not find significant influence

. Similar patterns appear in studies on celebrity endorsement, with some confirming its effectiveness in cosmetic product purchases, and others highlighting the risks of misalignment between celebrity image and brand values. E-WOM also demonstrated varied results, with some studies reporting strong influence and others indicating minimal or no impact.

Given these inconsistent findings, further research is needed, particularly in the Indonesian beauty product context, which remains underexplored. There is a lack of studies that combine all three variables SMM, celebrity endorsement, and E-WOM in a single integrated analysis. This study addresses that limitation by examining their combined impact on consumer purchase intention for Mustika Ratu beauty products in Semarang. The findings are expected to strengthen understanding of digital marketing strategies and offer practical insights for local brands to better connect with their target audiences.

2.4 Hypotheses

From the conceptual framework and operational definitions, the following research hypotheses can be formulated:

2.4.1 Influence of Social Media Marketing on Purchase Intention

Social Media Marketing helps build brand awareness, engage consumers, and deliver value through interactive digital platforms. High-quality social media content can increase consumer trust and positively influence their decision to buy.

H1: Social Media Marketing has a positive and significant effect on consumer purchase intention.

2.4.2 Influence of Celebrity Endorsement on Purchase Intention

Celebrity Endorsement is believed to influence consumer perception through credibility, attractiveness, and emotional attachment. However, its effectiveness may vary depending on the fit between the celebrity and the brand.

H2: Celebrity Endorsement has a positive and significant effect on consumer purchase intention.

2.4.3 Influence of Electronic Word of Mouth (E-WOM) on Purchase Intention

Electronic Word of Mouth involves consumer reviews, testimonials, and peer recommendations on digital platforms. Positive E-WOM can build trust and significantly influence buying decisions.

H3: Electronic Word of Mouth has a positive and significant effect on consumer purchase intention.

2.4.4 Simultaneous Influence of Social Media Marketing, Celebrity Endorsement, and E-WOM on Purchase Intention

The combination of digital marketing strategies such as Social Media Marketing, Celebrity Endorsement, and E-WOM may collectively enhance consumer engagement and influence purchasing behavior.

H4: Social Media Marketing, Celebrity Endorsement, and E-WOM simultaneously have a significant effect on consumer purchase intention.

3. Proposed Method

This study employed a quantitative approach using a causal associative research design, chosen to examine the effect and relationship among three independent variables Social Media Marketing, Celebrity Endorsement, and Electronic Word of Mouth (E-WOM) on the dependent variable, Consumer Purchase Intention. A quantitative method was considered appropriate due to its ability to test hypotheses through measurable data and statistical analysis.

The population in this study comprised consumers aged 18–30 years who had used Mustika Ratu beauty products and were located across 40 cosmetic stores in Semarang. This

age group was selected because it represents the most active demographic in online purchasing and digital engagement. A purposive sampling technique was applied to ensure respondents met the criteria of being active users of the brand and social media platforms. The final sample consisted of 97 respondents, a number determined based on the accessibility of targeted participants and the minimum requirements for regression analysis in social sciences.

Data were collected using a structured questionnaire consisting of closed-ended statements measured using a Likert scale. The indicators for each variable were adopted from prior validated studies: Social Media Marketing, Celebrity Endorsement, E-WOM, and Purchase Intention. Instrument validity was tested using Pearson's correlation, and all items showed significant correlation coefficients ($r > 0.3$), indicating good validity. Reliability was assessed using Cronbach's Alpha, with all variables exceeding the acceptable threshold of 0.70, confirming the instrument's internal consistency.

The primary data collection was carried out through self-administered questionnaires distributed directly to the respondents in-store. Each respondent was given an explanation of the research purpose and anonymity assurance prior to completing the form to ensure honest and informed responses.

The collected data were analyzed using multiple linear regression to assess the effect of each independent variable on purchase intention. Prior to regression, classical assumption tests including normality, multicollinearity, and heteroscedasticity tests were conducted. All statistical analyses were performed using SPSS version 30 for Windows.

4. Results and Discussion

5.1 Respondents' Responses to Each Research Variable

Descriptive statistical analysis was used to determine respondents' responses to each research variable. The average value was calculated based on the results of a questionnaire distributed to 97 respondents.

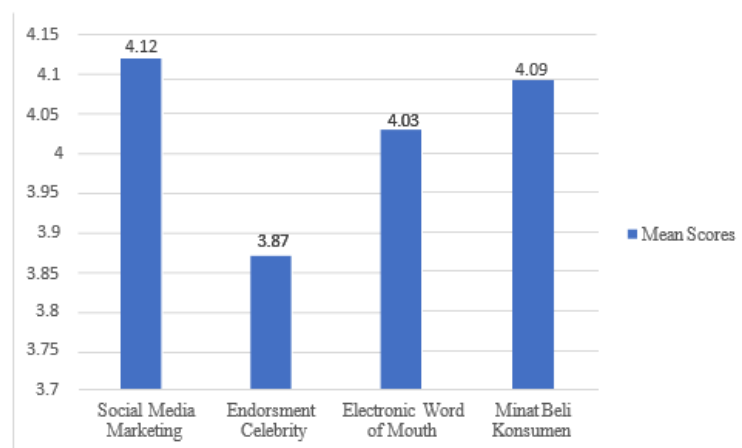


Figure 1. Mean Score for Each Research Variable

Based on the table above, it is known that the Social Media Marketing variable has the highest average value, namely 4.12, which shows that the majority of respondents feel Mustika Ratu's social media content is interesting, informative and increases their interest. The E-WOM variable also received a high average score (4.03), indicating that information or reviews from other consumers on social media have a big influence on their purchasing decisions. Meanwhile, Endorsement Celebrity obtained a value of 3.87, which is considered high, but slightly lower than the other variables, indicating that the presence of celebrities is not completely convincing for all respondents.

5.2 Hypothesis Testing (Partial)

Partial testing is carried out to determine how much influence each independent variable has on the dependent variable individually.

Table 1. T Test Results

Variable	t-count	t-table	Sig.	Information
Social Media Marketing	3,963	1,98580	0,001	significantly positive
Endorsement Celebrity	1,780	1,98580	0,078	not significant
Electronic Word of Mouth	2,397	1,98580	0,019	significantly positive

Social Media Marketing has a significant effect on Consumer Purchase Interest. This shows that Mustika Ratu's marketing strategy via social media such as Instagram, TikTok and YouTube is effective in attracting the attention of the target market. Visual content, promotions, and direct interaction with consumers have been proven to increase trust and desire to buy.

Celebrity endorsements do not have a statistically significant effect. This may be due to a mismatch between the chosen celebrity and the target audience's preferences, or because consumers are more critical of endorsements that appear inauthentic. Consumers today prefer real experiences rather than relying solely on the image of public figures.

Electronic Word of Mouth (E-WOM) has a positive and significant influence on purchasing interest. Reviews, comments and testimonials from other consumers on digital platforms have a big impact in forming positive perceptions. This shows the importance of maintaining reputation and testimonials on social media as part of a brand's communication strategy.

5.3 Hypothesis Testing (Simultaneous)

The F test is carried out to find out whether all independent variables together have an effect on consumer purchase interest. I

Table 2. F Test Result

<u>F-count</u>	<u>F-table</u>	<u>Sig.</u>
44,406	2,70	0,001

Because $F\text{-count} > F\text{-table}$ and significance value < 0.05 , it can be concluded that the three independent variables simultaneously have a significant effect on Consumer Purchase Interest. This means that the combination of Social Media Marketing, Celebrity

Endorsements, and E-WOM together are able to explain the Consumer Purchase Interest variable towards Mustika Ratu products.

5.4 Discussion

The results of this study support the Theory of Planned Behavior, which explains that purchase intention is influenced by attitude toward the behavior, subjective norms, and perceived behavioral control. Social Media Marketing and E-WOM (Electronic Word-of-Mouth) encourage the formation of a positive attitude and high perceived control over the purchase decision.

Social Media Marketing significantly drives consumer engagement with the brand. Engaging, interactive content, as well as the use of digital features like live streaming, giveaways, or beauty tutorials, can increase consumer interest. Mustika Ratu is able to leverage this channel to strengthen brand awareness while simultaneously driving purchase decisions.

Celebrity Endorsement, although not statistically significant, still needs to be considered strategically. This decline in influence may reflect a shift in consumer behavior, as they begin to trust micro-influencers more than major celebrities. Modern consumers are more influenced by relatable and authentic experiences.

Electronic Word of Mouth (E-WOM) has proven to be a significant force. Consumers tend to trust recommendations and reviews from others who have tried the product. Therefore, it is important for Mustika Ratu to manage an active and positive online community, utilizing user testimonials, customer reviews, and two-way interaction.

These findings align with the results of a previous study, which also showed that Social Media Marketing (SMM) and Electronic Word of Mouth (E-WOM) have a positive influence on consumer decisions. However, this result differs from a study that found celebrity endorsement is not always effective in influencing consumer behavior.

5. Conclusions

Based on the results of the data analysis and previous discussions, it can be concluded that Social Media Marketing and Electronic Word of Mouth (E-WOM) have a positive and significant impact on the purchasing interest of consumers for Mustika Ratu beauty products in Semarang. This means that marketing strategies through social media, as well as the influence of reviews from fellow consumers, can effectively encourage consumer interest in purchasing products. Social Media Marketing allows companies to convey engaging, informative, and visual messages through digital platforms such as Instagram and TikTok, thereby enhancing the appeal of products in the eyes of consumers.

Electronic Word of Mouth (E-WOM) has proven to be a highly trusted source of information for consumers. Reviews and testimonials shared by other users play a crucial role in shaping positive perceptions and confidence in the products. Therefore, companies need

to maximize digital communication strategies that promote interaction and the sharing of consumer experiences.

Meanwhile, Celebrity Endorsement does not show a significant impact on purchasing interest. This indicates that the presence of celebrities in promotions is not always a primary factor in consumer decision-making. Many consumers are now more critical and prefer to rely on information from the experiences of fellow users rather than promotions from public figures, which are often perceived as less relevant or inauthentic.

In addition to quantitative findings, this study also shows that consumers have a positive perception of the digital activities conducted by Mustika Ratu. They appreciate creative and educational content, as well as testimonials from other users that help them understand and evaluate the products. This reinforces the notion that digital media plays a significant role in shaping purchasing interest, especially in today's highly competitive digital era.

However, this study has limitations, namely the limited sample size of Mustika Ratu product users in Semarang and a specific age range. Therefore, it is recommended for future researchers to use a larger and more geographically and demographically diverse sample, so that the research results can be generalized more broadly and deeply.

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