

# Analysis of the Influence of Social Media Marketing on Glad2Glow Skincare Purchase Decisions through Celebrity Endorsers

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## Abstract

The Indonesian skincare industry has experienced rapid growth, driven by increasing consumer awareness of skin health and a strong inclination toward trends promoted on digital platforms. Among emerging local brands, Glad2Glow has leveraged social media marketing and celebrity endorsements to enhance visibility and consumer engagement. This study aims to analyze the influence of Social Media Marketing and Celebrity Endorser on Purchase Decision of Glad2Glow skincare products. This research employed a quantitative approach using an online questionnaire survey distributed to Glad2Glow product users in Indonesia. Data analysis was carried out using Partial Least Square-Structural Equation Modeling (PLS-SEM) with SmartPLS 3.0 software. The results reveal that Social Media Marketing has a positive and significant effect on Purchase Decision, and similarly, Celebrity Endorser also has a positive and significant effect on Purchase Decision. These findings shed light that social media marketing strategies combined with celebrity endorsement can effectively enhance consumer interest and purchasing decisions for Glad2Glow products.

**Keywords:** Celebrity Endorser, Glad2Glow, Purchase Decision, Skincare, Social Media Marketing.

## 1. Introduction

As times have shifted, the skincare industry has undergone remarkable expansion in recent years (Fatmahwati et al., 2024). Data from the Ministry of Coordinating Economic Affairs of the Republic of Indonesia indicate a 21.9% surge in the nation's cosmetics sector, marked by an increase in the number of enterprises from 913 in 2022 to 1,010 by mid-2023. This upward trajectory is fueled by growing public consciousness regarding the significance of skin health, coupled with an enduring aspiration to maintain an appealing appearance, thereby amplifying the demand for skincare products. The modern lifestyle phenomenon, synonymous with beauty trends and skincare use, is now widely followed by Generation Z, especially teenagers and university students. Consumers are recognized for their tendency to swiftly embrace prevailing trends, particularly those disseminated through social media platforms. Skincare items that achieve popularity or virality readily capture their interest (Afkarina et al., 2024).

Among the leading brands is Glad2Glow, which has garnered attention by providing a diverse selection of high-quality skincare products offered at accessible price points. Glad2Glow is a skincare brand under PT Suntone Wisdom Indonesia since 2022. This brand is one of the newcomers in the Indonesian beauty industry, positioning itself as a local brand



that focuses on natural skin care. Since its inception, Glad2Glow has been actively building its image through digital marketing strategies and a strong online presence. Its products are formulated with natural ingredients specifically designed for sensitive skin and tailored to the characteristics of Indonesian skin, which is generally oily and exposed to a tropical climate. With its 'natural beauty' concept, Glad2Glow is committed to providing innovative skincare solutions that are relevant to local market needs (Arlianti et al., 2025). The Glad2Glow skincare brand is very popular among the public, especially teenagers.



**Figure 1. Top 10 Moisturizer Brand**  
Source: Kompas Instagram

The diagram in the figure 1 above shows that in June 2024, Glad2Glow successfully ranked third among the best-selling brands with a market share of 5.1%, after The Originote and Skintific. The popularity of the Glad2Glow brand is inseparable from how consumers make purchasing decisions when faced with a variety of choices in the market.

The purchasing decision is the final process that occurs when consumers are ready to make a purchase. This process covers various aspects such as the type of product to be purchased, the time and place of purchase, and the payment method to be used (Kambali & Masitoh, 2021). In addition to purchasing decisions, social media marketing has also become a place where people seek information and have a level of trust that can influence purchasing decisions. Research conducted by Hasan in Yogyakarta revealed that product information obtained through social networks between consumers is the most trusted and effective medium in influencing purchasing decisions, when compared to other promotional media in Indonesia (Haryadi et al., 2022). The use of celebrity endorsers also plays an important role in attracting consumer attention (Rosita & Novitaningtyas, 2021). Celebrity endorsers have high credibility that can influence consumers' perceptions of brands and their purchasing decisions (Fitria & Oetarjo, 2024). Using celebrities as endorsers in promotional activities is a frequently used strategy because they have the ability to influence people's lifestyles. Celebrities are considered different from ordinary individuals because of their enormous

influence, and are often used as role models or references by the public in making decisions or taking action on something (Matheos et al., 2021). By choosing celebrities that are suitable for the target market, Glad2Glow can leverage this influence to increase their sales.

A considerable body of research has explored the impact of social media marketing on purchasing decisions, consistently demonstrating its efficacy in stimulating consumer purchase behavior. A study revealed that social media marketing exerts a significant and positive influence on purchasing decisions for Wardah skincare products within e-commerce platforms (Hagses & Kusnawan, 2025). However, there are studies that show negative results regarding social media marketing on purchasing decisions. Research by Sari and Prabowo (2024) indicates that social media marketing does not exert a significant direct impact on purchasing decisions; rather, brand trust and brand awareness serve as the primary determinants. Prior studies have likewise highlighted the role of celebrity endorsers in shaping consumer behavior. Agustina et al. (2022) found that celebrity endorsers positively and significantly affect both brand loyalty and purchasing decisions. Conversely, Taufik et al. (2022) demonstrates that celebrity endorsers can, in fact, exert a significant negative influence on purchasing decisions, both directly and indirectly through purchase intention.

This gap indicates that there is a research gap that has not been explored in depth, especially in the context of local brands and skincare products such as Glad2Glow, which actively utilise social media promotion through celebrities. Moreover, the majority of prior investigations predominantly emphasize the direct nexus between social media or celebrity figures and purchasing decisions, while overlooking the interplay between social media strategies and the mediating function of celebrity endorsers. To address this lacuna, the present study endeavors to examine more explicitly the extent to which celebrity endorsers mediate the influence of social media marketing on consumer purchase decisions, with a particular focus on the intensely competitive local skincare industry.

This research is designed to analyze the effect of social media marketing on Glad2Glow skincare purchasing decisions with celebrity endorsers serving as the mediating factor. Beyond its primary objective, the study also seeks to offer valuable insights for marketers regarding the strategic importance of social media marketing and the utilization of celebrity endorsers in enhancing consumer purchasing behavior. Furthermore, the findings are expected to serve as a reference for other skincare companies in formulating effective marketing strategies. The framework of this study incorporates three variables: social media marketing as the independent variable, purchasing decisions as the dependent variable, and celebrity endorsers as the intervening variable.

The formulation of the problem in this study focuses on examining the impact of social media marketing on Glad2Glow skincare purchasing decisions through the role of celebrity endorsers. Given the intensifying competition in the skincare industry and the wide range of product options available to consumers, it is essential to identify the key factors that influence consumer decision-making. Thus, this research aims to address several core questions: how Glad2Glow's social media marketing affects celebrity endorsers, how celebrity endorsers shape purchasing decisions, how social media marketing directly influences purchasing decisions, and how social media marketing affects purchasing decisions through the mediation of celebrity endorsers. In addition, this study is linked to the Sustainable Development Goals (SDGs) within the economic development pillar, specifically Goal 12 on Responsible Consumption and Production, emphasizing the need to promote responsible consumer practices and sustainable marketing approaches in the skincare sector.

## 2. Literature Review

### 2.1. Purchase Decision

A purchase decision represents a critical stage in the consumer decision-making process, wherein buyers determine whether to acquire a particular product. At this point, consumers actively seek information about available options and assess the extent to which each alternative can address their specific needs or resolve a problem, ultimately leading to a final choice regarding which product to purchase (Gunarsih et al., 2021). According to Thompson (Widayanto et al., 2023), there are four indicators in purchasing decisions, as follows:

1. According to their needs, customers make purchases because the products offered can meet their specific needs and the ease of finding the needed products also supports the decision-making process of purchasing.
2. The benefits of the product to the consumers, the purchased product can provide real benefits to consumers. This makes the product not only a commodity but also able to solve the problems faced by consumers.
3. Suitability in buying the product, the correct purchasing decision is reflected in the price of the product that is proportional to the quality provided, and is able to meet the expectations of consumers.
4. Repeat purchases, Consumers who are satisfied with their previous buying experience are likely motivated to make purchases again in the future.

### 2.2. Social Media Marketing

Social media marketing is defined as a strategic approach that leverages social media platforms to promote products, services, brands, or ideas while actively engaging users in the process (Dewi et al., 2021). Tuten (2023) further explains that social media marketing represents a form of digital marketing that incorporates cultural dynamics within online communities, such as social networks, virtual environments, opinion-sharing platforms, and social news sites, in order to achieve targeted and effective marketing communication goals. According to Dewi et al. (2021), there are four indicators, as follows:

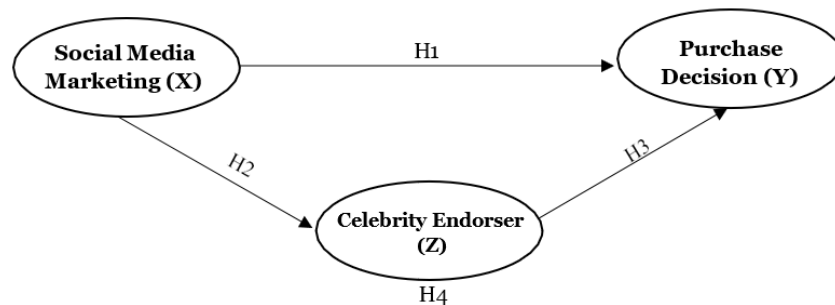
1. Online Communities  
Companies or business actors can utilise social media to form communities that focus on interest in their products or brands. The spirit of these communities encourages customer loyalty, opens up space for discussion, and facilitates the sharing of information that is useful for business growth.
2. Interaction Social media  
provides a means for more intensive interaction with online communities. Through this medium, companies can receive relevant and up-to-date feedback from customers, which can be used as a basis for business decision-making.
3. Sharing of Content  
In the context of social media, content sharing includes the process of exchanging information between individuals, distributing content, and the ability to receive various types of information in accordance with the rules of the platform used.
4. Accessibility  
Social media has advantages in terms of ease of access and relatively low costs. This allows users from various backgrounds to connect and utilise the platform efficiently without significant cost barriers.

### 2.3. Celebrity Endorser

Celebrity endorsers are one of the most popular promotional methods on social media (Hutagaol & Safrin, 2022). Celebrity endorsers can be defined as individuals who frequently appear in advertisements, providing information about products and encouraging us to buy the promoted products (Ahmad et al., 2022). According to Brillianty and Nomleni (2022), there are five indicators commonly referred to as TEARS that can contribute to the effectiveness of celebrity endorsers, namely:

1. Trustworthiness describes honesty, integrity, and the ability to provide reliable information.
2. Expertise refers to the level of knowledge, experience, and ability possessed by an endorser in a particular field.
3. Attractiveness refers to the perception of a person who is considered to have outstanding physical or visual appeal.

### 2.4. Conceptual Framework



**Figure 2. Conceptual Framework**

From the figure 2, we can propose the following hypothesis:

**H1:** Social media marketing exerts a positive influence on purchasing decisions.

**H2:** Social media marketing has a positive influence on celebrity endorsers.

**H3:** Celebrity endorsers positively influence purchasing decisions.

**H4:** Social media marketing positively influences purchasing decisions through the mediating role of celebrity endorsers.

## 3. Methods

### 3.1. Type of Research

In this study, the researcher employed a quantitative descriptive approach, utilizing primary data obtained through questionnaires designed with structured questions administered to respondents. The instrument was designed to obtain relevant and measurable information to describe the phenomenon that was the focus of the study in a systematic and objective manner.

### 3.2. Population and Sample

In this study, the population consists of consumers of Glad2Glow skincare products, while the total population to be studied is unknown. Therefore, to determine the required sample size, the Lemeshow formula was used as a reference, as follows:

$$n = \frac{Z^2 \alpha^2 \times P \times Q}{d^2}$$



Where:

n: Sample

Z: Z score for 5% confidence is 1.96.

P: predicted result, as data is not yet available, 50% = 0.5 is used.

Q: 1-P

D: 10% sample error = 0.1

Based on the formula described perviously, researchers performed calculations using the Lemeshow formula, the results of which were used to determine the number of samples to be used as research objects:

$$n = \frac{1.96^2 \times 0.5 \times 0.5}{0.1^2}$$

$$n = 96.04$$

Based on the calculations using the Lemeshow formula, the total sample size determined for this study is 96 respondents. The sample will be collected through Google Forms by distributing structured questionnaires as the primary data collection method. In measuring the variables, this study applies a Likert scale, ranging from 1 to 5, to assess respondents' perceptions. The use of the Likert scale is intended to evaluate the degree to which social media marketing affects consumer purchasing decisions, particularly when mediated by the role of celebrity endorsers.

The Likert scale is a measurement method introduced by Rensis Likert, usually consisting of four or more statements combined into a set of values. These values represent individual aspects such as knowledge, attitude, or behaviour. At the analysis stage, the total number of scores is used as the basis for data processing, namely the sum of all frequently used statements, because each statement serves as an indicator of the variable it represents. The questionnaire provides five alternative responses on a standard 1–5 scale to assess the respondents' level of agreement. This study applies a five-point Likert scale to facilitate the measurement process in the questionnaire, as follows:

**Table 1. Likert scale**

Description	Point
Strongly disagree	1
Disagree	2
Neutral	3
Agree	4
Strongly agree	5

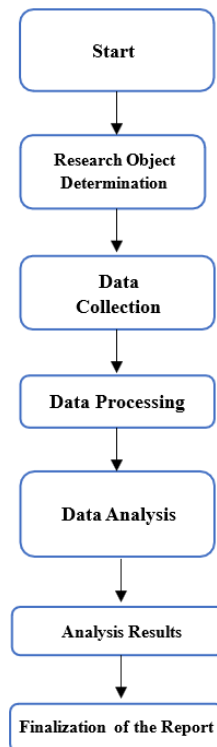
Source: Agustin and Paramita (2025)

The variables used in this study are social media marketing (X), purchasing decisions (Y), and celebrity endorsers (Z).

### 3.3. Research Model

This quantitative study employs data analysis techniques consisting of descriptive analysis and path analysis. Descriptive analysis is used to obtain information regarding the influence of social media marketing on purchasing decisions through celebrity endorsers, as reflected in the respondents' answers to the questionnaire. Path analysis is applied to determine whether the effect of social media marketing on purchasing decisions through celebrity endorsers is positive or negative, as well as to test the hypotheses using the Partial

Least Square (PLS) method with SmartPLS Version 3.0 software. A hypothesis is accepted if the P-value is  $< 0.05$ , whereas it is rejected if the P-value of the construct is  $> 0.05$  (Hidayat & Pahlevi, 2025).



**Figure 3. Research Framework Derived from the Conceptual Framework**

### 3.4. Outer Model Measurement Model

The measurement model analysis stage assesses the validity and reliability of each construct in the research model. It involves testing convergent validity and discriminant validity. Convergent validity is confirmed if a construct has a composite reliability value and Cronbach's Alpha above 0.70, with an average variance extracted (AVE) value over 0.50 and outer loading values above 0.70.

### 3.5. Inner Model Measurement Model

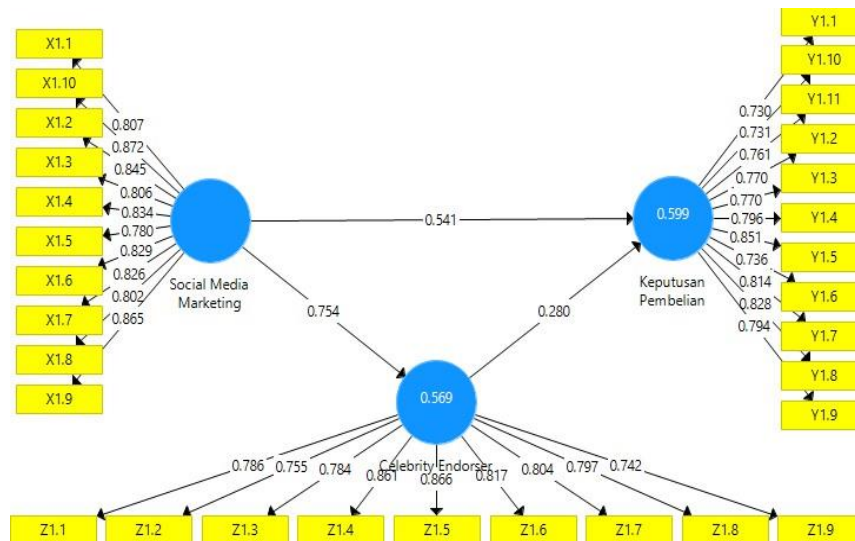
Structural model analysis is conducted to explain the relationships between latent variables and assess how well the model can predict the variables being studied. Evaluation of the structural model is indicated by the R-Square value on the dependent construct, representing the contribution of independent variables to the dependent variable. Model fit testing is done using the SRMR value, with a standard below 0.1 being the criteria for a good fit.

### 3.6. Hypothesis Testing

Hypothesis testing is done by evaluating the path coefficient through comparing the T-statistic with the critical value of 1.96 at a 5% significance level ( $\alpha = 0.05$ ). If the T-statistic exceeds the critical value, then the hypothesis can be accepted or proven significantly. (Sarstedt et al., 2022).

## 4. Results and Discussion

The data processing process using Structural Equation Modelling (SEM) is a method used to assess the interaction between measurable and unmeasurable variables. This data processing is carried out using Smart PLS 3.0 software, which combines factor analysis and regression. This allows researchers to create path diagrams that describe the interaction between variables in the model. Smart PLS also applies the Partial Least Square SEM (PLS-SEM) method. The steps in this data processing begin with designing a structural model, followed by testing the outer model and inner model, before finally testing the predetermined hypotheses.



**Figure 4. Outer Model Framework**  
Source: SmartPLS Data Analysis, 2025

### 4.1. Testing the measurement model (Outer model)

The outer model was evaluated with the aim of assessing the indicators in order to determine whether the measurements used were appropriate or not by conducting validity and reliability tests. The measurements are assessed based on several parameters, namely convergent validity tests.

### 4.2. Convergent Validity Test

**Table 2. Outer Loading Test Results Model**

	Celebrity Endorser	Keputusan Pembelian	Social Media Marketing
X1.1			0.807
X1.10			0.872
X1.2			0.845
X1.3			0.806
X1.4			0.834
X1.5			0.780
X1.6			0.829
X1.7			0.826
X1.8			0.802
X1.9			0.865
Y1.1		0.730	
Y1.10		0.731	
Y1.11		0.761	
Y1.2		0.770	
Y1.3		0.770	
Y1.4		0.796	
Y1.5		0.851	
Y1.6		0.736	
Y1.7		0.814	
Y1.8		0.828	
Y1.9		0.794	
Z1.1	0.786		
Z1.2	0.755		
Z1.3	0.784		
Z1.4	0.861		
Z1.5	0.866		
Z1.6	0.817		
Z1.7	0.804		
Z1.8	0.797		
Z1.9	0.742		

Source: SmartPLS Data Processing, 2025



The results of show that the loading factor values obtained are above the recommended limit, which is more than 0.70. Therefore, the indicators employed in this study have fulfilled the criteria for convergent validity. The table 2 above demonstrates that the outer loading values of all indicators for each variable, after computation, satisfy the requirement of being greater than 0.7. Therefore, based on this, all indicators can be said to be valid, so that each item of the variable is declared to have met convergent validity.

Convergent validity can be determined by the Average Variant Extracte (AVE) value for each indicator, which should be over 0.50 for a good model (Hair et al., 2010). The AVE values after testing are as follows.

**Table 3. Average Variant Extracted Values**

	Cronbach's Al...	rho_A	Composite Rel...	Average Variance Extracted (AVE)
Social Media M...	0.949	0.950	0.956	0.684
Keputusan Pe...	0.936	0.941	0.945	0.610
Celebrity Endor...	0.931	0.937	0.942	0.644

Source: SmartPLS Data Processing, 2025

From the table 3 above, it is evident that the AVE values for all variables exceed 0.50. Thus, it can be concluded that each variable possesses strong convergent validity, indicating that the data can be regarded as valid.

### 4.3. Discriminant Validity Test

**Table 4. Discriminant Test Model Results**  
**Discriminant Validity**

	Celebrity Endo...	Keputusan Pe...	Social Media ...
Celebrity Endor...	0.802		
Keputusan Pe...	0.688	0.781	
Social Media M...	0.754	0.752	0.827

Source: SmartPLS Data Processing, 2025

Based on the test results in table 4, each variable in the model has a greater value than its correlation with other variables. As such, all variables are declared valid and meet the discriminant validity test requirements.

### 4.4. Reliability Test

**Table 5. Reliability Test Results Model**  
**Construct Reliability and Validity**

	Cronbach's Alpha	rho_A	Composite Reliability	Average
	Cronbach's Al...	rho_A	Composite Rel...	Average Varian...
Celebrity Endor...	0.931	0.937	0.942	0.644
Keputusan Pe...	0.936	0.941	0.945	0.610
Social Media M...	0.949	0.950	0.956	0.684

Source: SmartPLS Data Analysis, 2025

The table 5 above presents the results of the reliability test based on composite reliability and Cronbach's alpha values. Since the results exceed the threshold of 0.70, it can be concluded that all variables have satisfied the construct reliability requirement.

## 4.5. Inner Model Evaluation (Structural Model)

### 4.5.1. Test (R-Square)

**Table 6. R-Square Result Model**



	R Square
Celebrity Endorser	0,569
Purchase Decision	0,599

Source: SmartPLS Data Analysis, 2025

Based on the table 6, the results show that the celebrity endorser variable has a value of 0.569, meaning that  $0.569 \times 100\% = 56.9\%$ . This indicates that the celebrity endorser variable is shaped by social media marketing with a value of 56.9%. Further, there is a purchase decision variable with a value of 0.599, meaning  $0.599 \times 100\% = 59.9\%$  or 0.599. The results show that the purchase decision is shaped by social media marketing with a value of 59.9% or 0.599. Thus, this research model is classified as a moderate model. Thus, the inner model evaluation review found that the model is able to proceed to the research hypothesis testing.

### 4.5.2. F-Square test

**f Square**

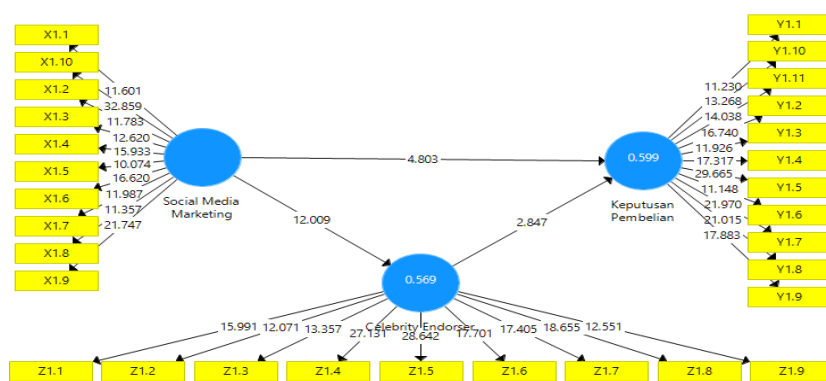
 Matrix	 f Square		
	Celebrity Endo...	Keputusan Pe...	Social Media ...
Celebrity Endorser			0.084
Keputusan Pembelian			
Social Media Marketing	1.321	0.315	

**Table 7. F-Square Result Model**

Source: SmartPLS Data Processing, 2025

Based on the results of data processing shown in the table 7 above, it is evident that the variable with the greatest contribution to the R-square value in the research model is the f-square value of social media marketing on celebrity endorsers, which amounts to 1.321 or 132.1% (categorized as large). Meanwhile, the f-square values of social media marketing and celebrity endorsers on purchasing decisions are 0.315 or 31.5% (moderate) and 0.084 or 8.4% (small), respectively.

## 4.6. Research Hypothesis Analysis



**Figure 5. Bootstrapping Results Model**

Source: SmartPLS Data Analysis, 2025

**Table 8. Path Coefficients (direct effect)**

**Path Coefficients**

	Original Sampl...	Sample Mean (...)	Standard Devia...	T Statistics ( O...	P Values
Celebrity Endorser -> Keputusan Pembelian	0.280	0.283	0.098	2.847	0.005
Social Media Marketing -> Celebrity Endorser	0.754	0.751	0.063	12.009	0.000
Social Media Marketing -> Keputusan Pembelian	0.541	0.540	0.113	4.803	0.000

Source: SmartPLS Data Processing, 2025

Based on the data in table 8 above, the results of the research hypothesis analysis can be seen as follows:

- 1) The influence of social media marketing has a positive effect on purchasing decisions.

The p-value for the effect of social media marketing on purchasing decisions is 0.000 ( $<0.05$ ), which indicates a significant influence with a positive path coefficient of 0.541. Thus, it can be concluded that H1 is accepted. These findings suggest that social media marketing is a contributing factor in enhancing purchasing decisions for Glad2Glow skincare. This result is consistent with the study conducted by Puspawardani et al. (2025), which also demonstrated that social media marketing has a positive and significant impact on purchasing decisions.

- 2) Social media marketing has a positive effect on celebrity endorsers

For the influence of social media marketing on celebrity endorsers, the analysis produced a p-value of 0.000 ( $<0.05$ ), signifying a significant effect with a positive path coefficient of 0.754, indicating a unidirectional positive relationship. Hence, it can be concluded that H2 is accepted. Based on these results, it can be seen that effective marketing strategies on social media can enhance the image and appeal of celebrity endorsers. When brands utilise social media platforms to promote products through celebrity endorsers, they not only increase product visibility but also strengthen the emotional connection between consumers and the brand.

Regarding the influence of social media marketing on purchasing decisions, a p-value of 0.005 ( $<0.05$ ) was obtained, indicating a significant influence with a path coefficient value of 0.280, which is positive, thus indicating a positive (unidirectional) influence. Therefore, it can be concluded that H1 is accepted. Based on these results, 'celebrity endorsers' can be a factor that increases the purchase decision for Glad2glow skincare.

This study is in line with research conducted by Salsabillah et al. (2021), which shows that celebrity endorsements have a positive and significant influence on purchasing decisions.

## 4.7. Mediation Analysis

**Table 9. Discriminant Test Results Model**

**Specific Indirect Effects**

	Original Sampl...	Sample Mean (...)	Standard Devia...	T Statistics ( O...	P Values
Social Media Marketing -> Celebrity Endorser -> Keputusan Pembelian	0.211	0.214	0.081	2.598	0.010

Source: SmartPLS Data Processing, 2025

The effect of social media marketing on purchasing resolutions through the conduit of celebrity endorsers yielded a p-value of 0.010 ( $<0.05$ ), denoting statistical salience with a path coefficient of 0.211, which is affirmative, thereby signifying a unidirectional and constructive nexus. Consequently, it may be adjudged that H4 attains validation. These outcomes intimate

that the celebrity endorser variable assumes an instrumental interceding function in modulating the transmission of social media marketing toward consumer purchasing resolutions.

Such revelations evince that celebrity endorsers constitute an efficacious mediatory apparatus, serving as a catalytic intermediary tethering digital promotional endeavors to the consummation of acquisitive consumer determinations. When brands utilise celebrity endorsers in social media marketing campaigns, they not only increase product visibility but also create greater appeal for consumers. This shows that marketing strategies that integrate social media and celebrity endorsers can increase purchasing decisions, providing an important boost for companies in designing more effective marketing campaigns.

## 5. Conclusion

From the findings of the research examining the impact of social media marketing on purchasing decisions for Glad2Glow skincare through celebrity endorsers, several inferences may be formulated. Firstly, social media marketing exerts a markedly positive and significant influence on consumer purchasing decisions related to Glad2Glow products. Secondly, it also demonstrates a substantial positive effect on the role of celebrity endorsers in the promotion of the brand. Thirdly, celebrity endorsers themselves impart a significant and favorable influence on consumer decisions, underscoring their persuasive capacity in directing consumer behavior. Lastly, social media marketing reveals a positive and significant impact on purchase decisions when mediated by celebrity endorsers, signifying that the synergistic integration of these two elements enhances consumer interest and strengthens decision-making in acquiring Glad2Glow skincare products.

In the future, further studies may consider including more factors like brand trust, customer engagement, and influencer credibility to better understand the factors that affect consumer purchasing choices. The findings emphasize the significance for companies to effectively combine social media marketing with celebrity endorsements to boost consumer involvement, enhance brand image, and ultimately impact purchasing choices.

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