

THE ROLE OF CELEBRITY ENDORSER CREDIBILITY IN MODERATING THE EFFECTS OF PRODUCT QUALITY AND PRICE ON PURCHASE INTENTION (A Study of Somethinc Product Consumers in Denpasar City)

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Abstract. The rapid growth of the beauty industry has sparked intense competition among similar companies. To attract consumer interest, companies employ various marketing strategies, one of which is promotion. This study aims to explain the role of celebrity endorser credibility in moderating the influence of product quality and price on the purchase intention for Somethinc products in Denpasar City, Bali. The study was conducted in Denpasar City with a sample of 100 respondents selected using a non-probability sampling method specifically, purposive sampling. Data analysis involved both descriptive and inferential statistics, utilizing Moderated Regression Analysis (MRA). The results indicate that product quality does not have a positive and significant effect on purchase intention, whereas price has a positive and significant effect. Celebrity endorser credibility was found to moderate the influence of product quality on purchase intention by strengthening it, while moderating the influence of price on purchase intention by weakening it. These findings offer strategic implications for Somethinc to enhance its digital marketing efforts. Somethinc should focus on collaborating with honest and credible celebrity endorsers, as their sincere reviews have been shown to reinforce the perception of product quality, thereby stimulating consumer interest. Furthermore, Somethinc should maintain a competitive pricing strategy as a key draw, given that the involvement of trusted celebrity endorsers has been shown to reduce consumer price sensitivity regarding the products offered.

Keywords: Purchase Intention, Product Quality, Price, Celebrity endorser Credibility

INTRODUCTION

The rapid growth of the skincare industry in Indonesia reflects increasing public awareness of the importance of skin care, thereby encouraging various local brands to innovate and develop products tailored to the skin characteristics of Indonesian consumers (East Ventures, 2024). The skincare market has become one of the largest segments of the national beauty industry, predominantly driven by consumers aged 18–39 years, supported by the increasing participation of male consumers, greater purchasing power, and easier access to products and information (YCP Group, 2024). In line with this development, the number of companies operating in Indonesia's cosmetics industry increased from 913 in 2022 to 1,010 by mid-2023, accompanied by export performance reaching USD 770.8 million during the January–

November 2023 period (ekon.go.id, 2024). Among various product categories, the personal care and skincare segments account for the largest market share, with several brands successfully ranking among the top 10 beauty and personal care brands on Indonesian e-commerce platforms.

Table 1. Top 10 Beauty and Personal Care Brands on E-Commerce Platforms

	No. 2023	2024	2025
1	Skintific	Skintific	Skintific
2	MS Glow	Wardah	Wardah
3	Wardah	The Originote	Glad2Glow
4	Maybelline	MS Glow	Hanasui
5	The Originote	Maybelline	Maybelline
6	Scarlett	Somethinc	MS Glow
7	Somethinc	Glad2Glow	Somethinc
8	Garnier	Hanasui	Skin1004
9	Hanasui	Azarine	Make Over
10	Azarine	Garnier	Garnier

Source: Goodstats.id (2025)

Based on Table 1, Somethinc continues to face intense competition in Indonesia's beauty industry, as it has not yet succeeded in entering the top five beauty and personal care brands on e-commerce platforms. Its ranking fluctuated from seventh place in 2023 to sixth place in 2024, before declining again to seventh place in 2025. Nevertheless, Somethinc has received numerous positive reviews regarding its product quality and pricing, although some negative reviews remain and may potentially reduce consumers' purchase intention. To strengthen its market position, Somethinc implements promotional strategies through collaborations with celebrity endorsers such as Tasya Farasya and Aurel Hermansyah and utilizes various social media platforms and marketplaces to enhance the effectiveness of its marketing communications with consumers. These conditions indicate that, amid increasingly intense competition, Somethinc needs to continuously strengthen its marketing strategies to increase consumers' purchase intention and improve its market position.

Table 2. Preliminary Survey Results of Prospective Consumers in Denpasar

No.	Preliminary Survey Question	Yes	No
1	Do you consider Somethinc products to be of good quality?	24	6
2	In your perception, is the price of Somethinc products commensurate with their quality?	22	8
3	Have you obtained information about Somethinc products from social media but never purchased them?	30	0
4	Are you familiar with celebrity endorsers such as Tasya Farasya and Aurel Hermansyah used by Somethinc?	22	8
5	Do you intend to purchase Somethinc products in the future?	14	16

Source: Processed data, 2025

Table 2 presents the results of a preliminary survey involving 30 respondents in Denpasar City. The results show that 24 respondents perceived Somethinc products as having good quality, while six respondents did not. A total of 22 respondents perceived the prices of Somethinc products as commensurate with their quality, while eight respondents did not. All 30 respondents had obtained information about Somethinc products through social media but had never purchased them. Furthermore, 22 respondents were familiar with celebrity endorsers used by Somethinc, such as Tasya Farasya and Aurel Hermansyah, while eight respondents were not. Regarding purchase intention, 14 respondents intended to purchase Somethinc products in the future, whereas 16 respondents did not. These findings indicate that although prospective consumers are exposed to information about Somethinc products through social media and are familiar with the celebrity endorsers employed by Somethinc, their level of purchase intention remains relatively low. Purchase intention can be reflected in the extent to which the products offered are perceived as attractive by prospective consumers and are capable of capturing their attention. Therefore, purchase intention is particularly important because it can influence consumers' purchasing process (Widyanti & Rastini, 2024).

Based on the observed phenomenon and empirical evidence, product quality, price, and celebrity endorser credibility need to be carefully considered in generating purchase intention. This study is therefore relevant for examining the significant effects of product quality and price on purchase intention, with celebrity endorser credibility serving as a moderating variable. Such an investigation is important because product quality, price, and celebrity endorsers constitute important factors that may influence fluctuations in a company's sales performance. Furthermore, these factors may serve as important considerations for consumers when making purchasing decisions.

Based on the background described above, the authors are interested in conducting a more in-depth investigation entitled "The Role of Celebrity Endorser Credibility in Moderating the Effects of Product Quality and Price on Purchase Intention (A Study of Somethinc in Denpasar City)."

RESEARCH METHOD

This study employed a quantitative approach with an associative research design to analyze the effects of product quality and price on the purchase intention of Somethinc products, with celebrity endorser credibility serving as a moderating variable. The study was conducted in Denpasar City because of its large population, relatively high per capita expenditure, and the highest level of internet penetration in Bali Province, making it a potentially suitable location for the research. The research subjects were residents of Denpasar City who were familiar with Somethinc products but had never purchased them. The variables examined in this study included product quality, price, celebrity endorser credibility, and purchase intention, each of which was measured using indicators adapted from previous studies

(Sugiyono, 2018; Amir, 2018; Nurcahyo & Ali, 2023; Nugroho & Irena, 2017; Rahman & Astuti, 2019).

The study population consisted of residents of Denpasar City who had purchase intention toward Somethinc products. The sample was determined using a non-probability sampling technique with a purposive sampling method based on specific criteria. Respondents were required to reside in Denpasar City, be familiar with Somethinc products and at least one of its celebrity endorsers, be at least 18 years old, have completed at least senior high school or an equivalent level of education, and have never purchased Somethinc products. A total of 100 respondents were selected in accordance with the recommended sample size proposed by Hair et al. (2016). Primary data were collected through questionnaires distributed via Google Forms using a five-point Likert scale, while secondary data were obtained from relevant books, journals, articles, and official publications (Sugiyono, 2018; Hair et al., 2016).

The research instrument was evaluated through validity and reliability tests to ensure the appropriateness of the measurement instrument. All indicators were declared valid because their Pearson correlation coefficients exceeded 0.30, while the Cronbach's Alpha values for all variables were greater than 0.60, indicating that the instruments were reliable (Sugiyono, 2018). Data were analyzed using descriptive and inferential statistics. Moderated Regression Analysis (MRA) was employed to examine the moderating role of celebrity endorser credibility. The analysis was further supported by classical assumption tests, model feasibility tests, the coefficient of determination, and t-tests to test the research hypotheses (Ghozali, 2016; Utama, 2016).

RESULTS AND DISCUSSION

Description of Research Variables

Table 3. Categories for Variable Descriptions

Mean Score	Purchase Intention	Product Quality	Price	Celebrity Credibility	Endorser
1.00–1.80	Very Low	Very Poor	Highly Inappropriate	Very Low	
1.81–2.60	Low	Poor	Inappropriate	Low	
2.61–3.40	Moderate	Moderate	Standard	Moderate	
3.41–4.20	High	Good	Appropriate	High	
4.21–5.00	Very High	Very Good	Highly Appropriate	Very High	

Source: Processed by the researchers

Based on the descriptive analysis, the purchase intention variable obtained a mean score of 4.00, indicating that respondents had a high level of purchase intention toward Somethinc products. The product quality variable obtained a mean score of 4.07, which falls within the good category, indicating that respondents perceived the quality of Somethinc products as meeting their expectations,

particularly in terms of the ease of understanding product usage instructions, although product benefits remained the aspect with a relatively lower assessment. Furthermore, the price variable obtained a mean score of 4.04, indicating that respondents perceived the prices of Somethinc products as appropriate and competitive compared with similar products, although the congruence between price and quality received the lowest assessment among the price indicators. Overall, these findings indicate that positive perceptions of product quality and price are consistent with respondents' high level of purchase intention toward Somethinc products.

The celebrity endorser credibility variable obtained a mean score of 3.99, which falls within the high category, indicating that respondents had positive perceptions of the credibility of Somethinc's celebrity endorsers. The indicator with the highest score was respondents' trust in the honesty of celebrity endorsers when communicating information about the products, whereas the indicator with the lowest score was related to the attractiveness of celebrity endorsers in influencing purchasing decisions. Nevertheless, all indicators remained within the high category, suggesting that the use of celebrity endorsers was perceived as effective in building consumer trust in Somethinc products. These findings indicate that celebrity endorser credibility has the potential to support the formation of consumers' purchase intention toward Somethinc products.

Inferential Analysis Results

Inferential statistics are statistical techniques used to analyze sample data and generalize the results to the population (Sugiyono, 2018:148). Inferential statistics were employed to test the hypotheses proposed in this study. Specifically, this study employed

Moderated Regression Analysis (MRA) Results

Table 4. Results of Moderated Regression Analysis (MRA)

Variable	B	Std. Error	Beta	t	Sig.
Product Quality	0.249	0.063	0.336	3.937	0.000
Price	0.330	0.092	0.333	3.575	0.001
Celebrity Endorser Credibility	0.330	0.089	0.329	3.720	0.000
Product Quality	-0.533	0.271	-0.719	-1.964	0.053
Price	1.389	0.369	1.401	3.763	0.000
Celebrity Endorser Credibility	0.308	0.109	0.307	2.836	0.006
Product Quality × Celebrity Endorser Credibility	0.068	0.023	1.169	2.972	0.004
Price × Celebrity Endorser Credibility	-0.090	0.031	-1.163	-2.941	0.004

$R^2 = 0.993$

Adjusted $R^2 = 0.993$

F-statistic = 2856.707

Sig. F = 0.000

Dependent Variable: Purchase Intention

Source: Processed by the researchers, 2026

Based on the MRA results presented in Table 4, the regression equation can be formulated as follows:

$$Y = -0.719X_1 + 1.401X_2 + 0.307Z + 1.169X_1 \times Z - 1.163X_2 \times Z$$

The regression equation indicates the direction of the relationship between each independent variable and the dependent variable after incorporating the moderating variable. The regression equation involving the moderating variable can be interpreted as follows:

1. Product quality (X_1) has a beta coefficient of -0.719 . The negative coefficient indicates that, after incorporating the moderating variable into the model, an increase in product quality is associated with a decrease in purchase intention toward Somethinc products.
2. Price (X_2) has a beta coefficient of 1.401 . The positive coefficient indicates that the greater the perceived appropriateness of the price relative to the value of the product received by consumers, the higher their purchase intention toward Somethinc products.
3. The interaction between product quality (X_1) and celebrity endorser credibility (Z) has a beta coefficient of 1.169 . The positive coefficient indicates that celebrity endorser credibility strengthens the effect of product quality on consumers' purchase intention toward Somethinc products.
4. The interaction between price (X_2) and celebrity endorser credibility (Z) has a beta coefficient of -1.163 . The negative coefficient indicates that celebrity endorser credibility weakens the effect of price on consumers' purchase intention toward Somethinc products.

Classical Assumption Test Results

Classical assumption testing aims to provide greater assurance regarding the feasibility of the developed model, particularly for predictive purposes (Utama, 2016:99). A regression model is considered appropriate when it satisfies the classical regression assumptions, which in this study include the normality and heteroscedasticity tests.

a) Normality Test

Table 5. Normality Test Results

Indicator	Unstandardized Residual
N	100
Test Statistic	0.072
Asymp. Sig. (2-tailed)	0.200

Source: Processed by the researchers, 2026

Table 5 shows that the Asymp. Sig. (2-tailed) value is 0.200. This result indicates that the residuals of the regression model are normally distributed because the Asymp. Sig. (2-tailed) value is greater than the alpha level of 0.05.

b) Heteroscedasticity Test

Table 6. Heteroscedasticity Test Results

Variable	t	Sig.
Product Quality	-0.716	0.476
Price	1.257	0.212
Celebrity Endorser Credibility	1.174	0.244
Product Quality × Celebrity Endorser Credibility	0.552	0.582
Price × Celebrity Endorser Credibility	-1.178	0.242

Source: Processed by the researchers, 2026

Based on Table 6, all variables in the regression model have significance values greater than 5 percent or 0.05. Significance values exceeding the predetermined significance level indicate that none of the independent variables included in the model has a statistically significant effect on the dependent variable, namely the absolute residual. Therefore, it can be concluded that the regression model employed in this study does not exhibit symptoms of heteroscedasticity.

F-Test Results (Model Feasibility Test)

Table 7. F-Test Results

ANOVA				
Model	Sum of Squares	df	Mean Square	F
Regression	14901.887	5	2980.377	2856.707
Residual	99.113	95	1.043	
Total	15001.000	100		

Source: Processed by the researchers, 2026

Based on Table 7, the significance value is 0.000, which is less than 0.05 (0.000 < 0.05). Therefore, the regression model is considered statistically feasible, indicating that the independent variables are capable of explaining the dependent variable. In other words, the independent variables simultaneously have a significant effect on the dependent variable.

Coefficient of Determination (R²) Results

Table 8. Coefficient of Determination Test Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.997	0.993	0.993	1.021

Source: Processed by the researchers, 2026

Based on Table 8, the effect of the independent variables on the dependent variable, as indicated by the Adjusted R Square value of 0.993, demonstrates that variations in product quality, price, the interaction between product quality and celebrity endorser credibility, and the interaction between price and celebrity endorser credibility are able to explain **99.3 percent** of the variation in purchase intention. Meanwhile, the remaining **0.7 percent** is explained by other variables that are not included in the research model.

t-Statistic Test Results

The t-statistic test was used to examine the extent to which each independent variable individually affects the dependent variable. This test was conducted by examining the significance values of the t-statistics in the output of the Moderated Regression Analysis (MRA) performed using SPSS version 26.0 for Windows. If the significance value is ≤ 0.05 , H_0 is rejected and H_1 is accepted, indicating a statistically significant effect of the independent variable on the dependent variable.

a) Effect of Product Quality on Purchase Intention

In Model 1 (before moderation), the product quality variable had a beta coefficient of 0.336 with a significance value of 0.000 (≤ 0.05). This result indicates that, prior to the inclusion of the moderating variable, product quality had a positive and significant effect on purchase intention. In Model 2 (after moderation), the beta coefficient of product quality changed to -0.719 , while its significance value increased to 0.053 (≥ 0.05). Since the significance value in Model 2 is greater than 0.05, H_0 is accepted and H_1 is rejected. This finding indicates that, after the moderating variable was incorporated into the model, the direct effect of product quality on purchase intention was no longer positive and statistically significant.

b) Effect of Price on Purchase Intention

In Model 1 (before moderation), the price variable had a beta coefficient of 0.333 with a significance value of 0.001 (≤ 0.05). This result indicates that, prior to the inclusion of the moderating variable, price had a positive and significant effect on purchase intention. In Model 2 (after moderation), the price variable had a beta coefficient of 1.401 with a significance value of 0.000 (≤ 0.05). Since the significance value in Model 2 is less than 0.05, H_0 is rejected and H_1 is accepted. This finding indicates that price has a positive and significant effect on purchase intention.

c) The Moderating Role of Celebrity Endorser Credibility in the Effect of Product Quality on Purchase Intention

The β coefficient of the interaction between product quality and celebrity endorser credibility was 1.169, indicating that celebrity endorser credibility moderates the effect of product quality on purchase intention in a positive direction, thereby strengthening the relationship. This means that the higher the level of celebrity endorser credibility, the stronger the effect of product quality on purchase intention. The significance value of the interaction term was 0.004, which is less than 0.05 ($0.004 \leq 0.05$), indicating that the moderating effect is statistically significant.

Furthermore, celebrity endorser credibility as an independent variable had a significance value of 0.006, which is less than 0.05 ($0.006 \leq 0.05$), indicating that celebrity endorser credibility also has a significant direct effect on purchase intention. These results indicate that celebrity endorser credibility can be classified as a quasi-moderator, as it has a direct effect on purchase intention while simultaneously strengthening the effect of product quality on purchase intention. Therefore, H_0 is rejected and H_1 is accepted, confirming that celebrity endorser credibility significantly moderates and strengthens the effect of product quality on purchase intention.

d) The Moderating Role of Celebrity Endorser Credibility in the Effect of Price on Purchase Intention

The β coefficient of the interaction between price and celebrity endorser credibility was -1.163 , indicating that celebrity endorser credibility moderates the effect of price on purchase intention in a negative direction, thereby weakening the relationship. This means that as the level of celebrity endorser credibility increases, the effect of price on purchase intention tends to decrease. The significance value of the interaction term was 0.004 , which is less than 0.05 ($0.004 \leq 0.05$), indicating that the moderating effect is statistically significant.

Furthermore, celebrity endorser credibility as an independent variable had a significance value of 0.006 , which is less than 0.05 ($0.006 \leq 0.05$), indicating that celebrity endorser credibility has a significant direct effect on purchase intention. These findings indicate that celebrity endorser credibility can be classified as a quasi-moderator, as it has a direct effect on purchase intention while simultaneously weakening the effect of price on purchase intention. Therefore, H_0 is rejected and H_1 is accepted, confirming that celebrity endorser credibility significantly moderates the effect of price on purchase intention, with the moderating effect weakening the relationship.

Discussion of Research Findings

This section discusses the findings of the study and relates them to the proposed hypotheses as follows.

Effect of Product Quality on Purchase Intention

Based on the results of the first hypothesis test, product quality was found to have no significant effect on purchase intention. This finding indicates that changes in product quality, as measured through conformance to specifications, reliability, performance, and aesthetic aspects, do not have a substantial or statistically significant effect on increasing consumers' purchase intention toward Something products. An excessive increase in quality across these indicators may even potentially reduce consumers' purchase intention due to perceptions of a possible increase in price; however, this negative effect is not statistically significant for consumers as a whole. Therefore, the first hypothesis of this study is rejected.

The findings indicate that other variables may play a more important role in shaping purchase intention. Consumers often rationally consider the quality, performance, and benefits of a product before deciding to purchase it. From the perspective of the Theory of Planned Behavior (TPB), purchase intention is influenced by three main components: attitude toward behavior, subjective norm, and perceived behavioral control. Theoretically, product quality should contribute to the formation of a positive attitude toward a product, which subsequently encourages purchase intention. Products with good quality generally generate more favorable consumer evaluations, thereby strengthening consumers' tendency to purchase. However, the findings of this study indicate that product quality is not a dominant variable in driving consumers' purchase intention. Therefore, companies cannot rely solely on improving product quality as their primary strategy but need to combine it with other

approaches that can strengthen consumers' subjective norms and perceived behavioral control to optimize purchase intention.

The findings of this study are consistent with Ariyanti (2022), who found that product quality had no significant effect on purchase intention. Similarly, Ardana et al. (2023) reported that product quality did not significantly affect purchase intention. These findings further support the argument that product quality is not necessarily the primary factor in increasing consumers' purchase intention.

Effect of Price on Purchase Intention

Based on the results of the second hypothesis test, price was found to have a significant effect on purchase intention. Within the interaction model, the perception of product quality independently was not sufficient to significantly influence the purchase intention of consumers in Denpasar before its interaction with celebrity endorser credibility was incorporated. The findings indicate that the more appropriate the pricing strategy, as reflected in price affordability, price-quality congruence, and the competitiveness of Somethinc's prices, the greater its significant effect on increasing consumers' purchase intention toward Somethinc products. Conversely, when prices are perceived as unaffordable, inconsistent with product quality, or uncompetitive, consumers' purchase intention toward Somethinc products is likely to decrease. Therefore, the second hypothesis of this study is accepted.

Price is an important element and one of the primary considerations for consumers before deciding to purchase a product. Consumers' perceptions of price affordability, the congruence between price and perceived benefits, and price competitiveness relative to other products influence their overall evaluation of a product. Based on the Theory of Planned Behavior (TPB), price can influence attitude toward behavior and perceived behavioral control. The more positively consumers perceive the price of a product, the greater their tendency to develop purchase intention and subsequently purchase the product.

The findings of this study are consistent with Ayub and Kusumadewi (2021), who found that price had a positive and significant effect on purchase intention, indicating that a more favorable price perception is associated with higher purchase intention. Herawati et al. (2025) similarly found that price had a positive and significant effect on purchase intention. Consistent findings were also reported by Annisa and Juwita (2023), who demonstrated that price positively and significantly affected purchase intention.

Celebrity Endorser Credibility Moderates the Effect of Product Quality on Purchase Intention

Based on the results of the third hypothesis test, celebrity endorser credibility was found to serve as a moderating variable that strengthens the effect of product quality on purchase intention. This finding indicates that the higher the level of celebrity endorser credibility, the stronger the effect of product quality on consumers' purchase intention. This result also provides a logical explanation for the previous finding, in which an increase in product quality independently was

associated with a decrease in consumers' purchase intention. This phenomenon suggests that high product quality may sometimes generate doubt or skepticism among consumers when it is not accompanied by appropriate marketing communication. However, the presence of a credible celebrity endorser can help overcome this limitation. A trustworthy celebrity endorser acts as a source of reassurance that strengthens consumers' confidence in the product. Consequently, product quality, which initially elicited a negative response and reduced purchase intention, may become a positive factor that effectively increases consumers' purchase intention when supported by a credible celebrity endorser. Therefore, the third hypothesis of this study is accepted.

From the perspective of the Theory of Planned Behavior (TPB), the influence of celebrity endorser credibility can be explained through subjective norms, whereby promotional campaigns involving trusted endorsers can generate social encouragement among audiences to try the promoted product. This influence may lead consumers to perceive purchasing and using the product as behavior that is socially accepted and supported by their social environment. The findings of this study are consistent with Febriati and Respati (2020), who found that celebrity endorser credibility had a positive and significant role in the relationship between product quality and purchase intention. This indicates that higher celebrity endorser credibility can strengthen the effect of product quality on purchase intention.

Celebrity Endorser Credibility Moderates the Effect of Price on Purchase Intention

Based on the results of the fourth hypothesis test, celebrity endorser credibility was found to serve as a moderating variable that weakens the effect of price on purchase intention. This finding indicates that as the level of celebrity endorser credibility increases, the effect of price on purchase intention becomes weaker. This condition suggests that when consumers have a high level of trust in the celebrity promoting a product, particularly when the celebrity is perceived as highly credible, consumers tend to pay less attention to or place less emphasis on price considerations. Consequently, consumers' price sensitivity in determining their purchase intention decreases. Therefore, the fourth hypothesis of this study is accepted.

From the perspective of the Theory of Planned Behavior (TPB), celebrity endorser credibility in relation to price can influence consumers' attitude toward behavior, particularly their attitude toward purchasing behavior based on their evaluation of product prices. When consumers perceive a celebrity endorser as highly credible, reputable, and knowledgeable or experienced in relation to the promoted product, they are more likely to perceive the product's price as reasonable, commensurate with its quality, and worth paying. Therefore, the influence of price itself on purchase intention may become less dominant as consumers increasingly rely on the credibility of the endorser in evaluating the product. The findings of this study are consistent with Mahardani and Piartini (2024), who reported a negative and significant moderating role of celebrity endorser credibility in the relationship between price and purchase intention. This indicates that higher celebrity endorser credibility weakens the effect of price on purchase intention.

CONCLUSION

Based on the findings of this study, the following conclusions can be drawn:

1. Product quality does not have a significant effect on purchase intention toward Somethinc products. The direction of the relationship indicates that an increase in or certain perceptions of product quality may be associated with a decrease in consumers' purchase intention. Therefore, Somethinc needs to evaluate how consumers perceive its product quality and determine whether there is a discrepancy between consumers' expectations regarding price and the quality offered.
2. Price has a positive and significant effect on purchase intention toward Somethinc products. The more affordable and appropriate the price of Somethinc products is perceived to be by consumers, the greater its effect on increasing consumers' purchase intention.
3. Celebrity endorser credibility strengthens the effect of product quality on purchase intention. Thus, a high level of celebrity endorser credibility can enhance the role of Somethinc's product quality in encouraging consumers to develop purchase intention.
4. Celebrity endorser credibility weakens the effect of price on purchase intention. This finding indicates that when consumers perceive celebrity endorsers as highly credible, price considerations become less influential in shaping their purchase intention toward Somethinc products.

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