

DETERMINANTS OF PURCHASE INTENTION TOWARD WARDAH COSMETIC PRODUCTS AMONG TIKTOK USERS: THE ROLES OF CELEBRITY ENDORSER CREDIBILITY, BRAND IMAGE, AND PRICE FAIRNESS

Ni Komang Komala Mahabthagawati¹, Ni Wayan Ekawati²

^{1,2}Management, Faculty of Economics and Business, Udayana University

Corresponding author email: bhagawatimaha@gmail.com

Abstract

The increasingly intense competition in the cosmetics industry, coupled with the growing use of TikTok as a digital marketing platform, has contributed to the formation of consumers' purchase intention toward Wardah cosmetic products. This study aims to examine the effects of celebrity endorser credibility, brand image, and price fairness on purchase intention toward Wardah products among TikTok users in Denpasar City. A quantitative approach with an associative research design was employed. The sample consisted of TikTok users in Denpasar City who were familiar with the Wardah brand, had never purchased its products, and had previously viewed Wardah promotional content on TikTok. Respondents were selected using a non-probability purposive sampling technique. Data were collected through questionnaires and analyzed using descriptive statistics and multiple linear regression, complemented by the F-test, t-test, and the coefficient of determination (R^2). The results indicate that, both simultaneously and partially, celebrity endorser credibility, brand image, and price fairness have a positive and significant effect on purchase intention. These findings underscore the importance of strengthening endorser credibility, consistently managing brand image, and establishing fair pricing strategies in designing Wardah's digital marketing strategy on the TikTok platform.

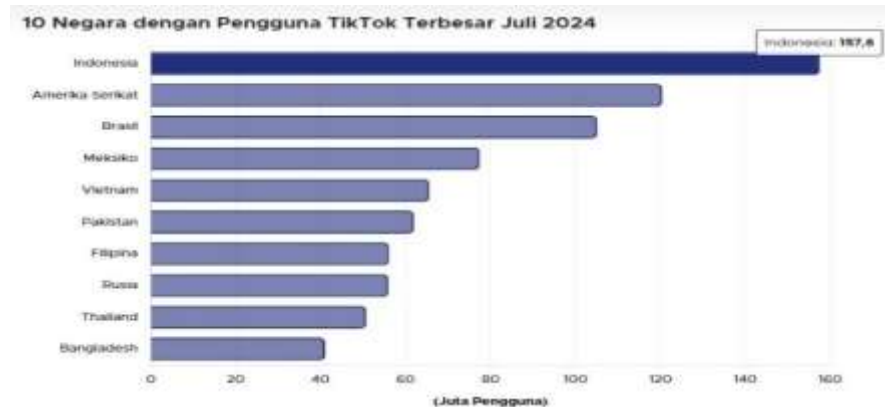
Keywords: Purchase Intention, Celebrity Endorser Credibility, Brand Image, Price Fairness, Wardah

INTRODUCTION

Skincare has evolved from being merely an aesthetic necessity into an essential component of maintaining skin health, particularly among adolescents who are more susceptible to skin problems such as acne, oily skin, and dry skin, thereby requiring appropriate skincare to prevent long-term damage (Andrini, 2023; Dewi et al., 2025). The growing public awareness of skincare has also stimulated the expansion of Indonesia's cosmetics industry, with Wardah emerging as the most widely used local cosmetic brand in 2022 based on a Populix survey. To maintain its competitiveness amid increasingly intense market competition, Wardah continues to innovate and leverage digital marketing strategies through social media, particularly TikTok, which has proven effective in introducing products through videos, live streaming, and collaborations with endorsers. This strategy also expands market reach and enhances consumer interest by facilitating seamless interaction between sellers and buyers

within a single platform (Adi & Telagawathi, 2026; Jesika & Wayangkau, 2024; Sapitri et al., 2026; Azizah et al., 2021).

Figure 1. Countries with the Largest Number of TikTok Users Worldwide (July 2024)



Source: Goodstats, 2024

Figure 1 shows that Indonesia recorded the largest number of TikTok users worldwide, reaching approximately 157.6 million users as of July 2024, surpassing the United States and Brazil, which ranked second and third, respectively. Within Indonesia, Denpasar City represents one of the regions with a high level of TikTok user penetration, as its population is predominantly composed of individuals of productive age. According to the 2024 publication of the Central Statistics Agency (BPS), 68.51% of Denpasar City's population, equivalent to 459.14 thousand people, is between 15 and 59 years old. Meanwhile, approximately 19.54% are aged 0–14 years (children), and the remaining 11.95% belong to the elderly population aged over 60 years. These demographic characteristics make Denpasar City a relevant and representative research setting for examining purchase intention toward Wardah cosmetic products promoted through digital marketing on the TikTok application. The dominance of TikTok users indicates that the platform has become an integral part of Indonesian consumers' daily lives, serving not only as a source of entertainment and information but also as a shopping platform through its integrated e-commerce features. Among the various categories of video content available on TikTok, beauty and skincare content is one of the most frequently viewed. A similar phenomenon is observed in Indonesia, where the fashion and beauty category ranks third among the five most popular content categories, prompting cosmetic industry players to utilize the platform as a marketing channel for their products (Azizah et al., 2021). From the perspective of consumer behavior models, the widespread penetration of TikTok has increasingly shifted the processes of need recognition, information search, alternative evaluation, and purchase decision-making into the digital environment. Consumers are exposed to various marketing stimuli, including interactive advertisements, user

reviews, and recommendations from public figures, all of which shape their perceptions of value and trust toward a product, particularly in forming purchase intention prior to the actual purchase decision.

Purchase intention, which arises before consumers make an actual purchase decision, constitutes an essential element in shaping consumer behavior toward purchasing products that have demonstrated satisfactory value. Purchase intention is positioned at the final stage of the consumer decision-making process, immediately preceding the actual purchase decision, where consumers evaluate available alternatives and develop a commitment to purchase based on the marketing stimuli they have processed. Purchase intention generates a strong motivational drive in consumers' minds and serves as a primary determinant in the product purchase decision-making process (Guslan & Yani, 2021). An increase in consumers' purchase intention is likely to encourage actual purchasing behavior (Milatina & Atmaja, 2023). Within the context of digital marketing, brand exposure through e-commerce platforms and social media also plays a substantial role in shaping consumer preferences and their propensity to choose one brand over another. At the same time, competition between local and international brands within the beauty industry has become increasingly evident across various e-commerce platforms.

Based on the Top 10 Beauty and Personal Care Brands in E-commerce (January 2022–October 2024), Wardah ranked second after Skintific. These data indicate that Wardah, as a local brand, has not yet surpassed foreign brands such as Skintific, which has consistently dominated the top position in recent years. This condition suggests that although local products enjoy extensive distribution within the domestic market, the appeal of international brands remains stronger (GoodStats, 2024). Therefore, appropriate strategies are required to enhance consumers' purchase intention toward Wardah products so that the brand can compete more effectively with foreign brands that currently dominate the digital marketplace. In efforts to strengthen competitiveness and reinforce brand positioning amid increasingly intense competition in the beauty industry, the use of celebrity endorsers has become one of the most widely adopted marketing strategies across various industries, including the beauty sector (Amanda et al., 2023). This is because celebrities are perceived as popular public figures capable of influencing consumers' purchasing behavior (Sapitri et al., 2026).

Brand image refers to the perceptions or beliefs that consumers develop and retain regarding a particular brand (Salsabila & Pradana, 2023). Establishing a strong brand image enables companies to develop a distinctive identity, gain consumer trust, differentiate themselves from competitors, and attract substantial consumer interest (Nabila et al., 2024). Brand image also plays a crucial role in shaping consumers' purchase intention. When a strong brand image is established, it fosters positive perceptions in consumers' minds, which subsequently stimulate purchase desire and

encourage actual buying behavior. Previous studies by Lael & Putra (2023) and Darmawan et al. (2022) demonstrated that brand image has a positive and significant effect on purchase intention. The more favorable the brand image embedded in consumers' minds, the greater their tendency to choose products from that brand.

Fairness is defined as an assessment of outcomes and processes that leads to conclusions considered logical and acceptable. Meanwhile, price refers to the amount of money that customers must pay to obtain the desired goods or services (Nawari, 2023). Price and its perceived fairness constitute marketing stimuli that influence the buyer's black box, thereby shaping the process of alternative evaluation and purchase intention. Price fairness serves as an important benchmark for consumers when purchasing a product. Consumers evaluate whether the offered price is commensurate with the value of the product received (Lestari & Lestari, 2023). This perception becomes even more influential when supported by a positive brand image, enabling consumers to experience not only rational satisfaction but also emotional attachment to the brand. An empirical study conducted by Nawari (2023) found that price fairness has a significant effect on purchase intention. Price fairness is reflected in consumers' evaluations of product prices, whereby prices are perceived as fair and acceptable when they correspond to consumers' expectations and perceptions of the product's value (Rivai & Hermawan, 2024). However, contrasting findings were reported by Sanbudhi et al. (2025), who concluded that price fairness does not significantly influence purchase intention. This finding is consistent with Wicaksana et al. (2021), who argued that price fairness does not exert a significant effect on purchase intention, as consumers tend to focus more on product benefits and quality than on price considerations.

Several similar studies have previously been conducted, particularly in Indonesia. Most research investigating the effects of celebrity endorser credibility, brand image, and price fairness on purchase intention has examined a variety of research objects. However, studies simultaneously addressing the relationships among these three variables remain limited, particularly in the context of purchase intention toward Wardah cosmetic products promoted through the TikTok platform. This study is important considering the rapid development of social media as a digital marketing medium, especially TikTok, which has become one of the primary platforms influencing consumer perceptions and purchase decisions. Furthermore, the findings are expected to contribute to companies in designing more effective marketing strategies by leveraging endorser credibility and managing brand image in alignment with consumers' perceptions of price fairness within the digital marketplace. Therefore, this study constitutes a replication study aimed at examining and explaining the effects of celebrity endorser credibility, brand image, and price fairness on purchase intention toward Wardah cosmetic products promoted through the TikTok application in Denpasar City.

RESEARCH METHOD

This study employed a quantitative approach with a causal associative research design to analyze the effects of celebrity endorser credibility, brand image, and price fairness on purchase intention toward Wardah cosmetic products among TikTok users in Denpasar City. Denpasar City was selected as the research location because it serves as the administrative and economic center of Bali Province and has a relatively large population of 762.48 thousand people, according to the Denpasar City Statistics Agency (BPS) 2025 publication. The objects of this study were celebrity endorser credibility, brand image, price fairness, and purchase intention, while the research subjects were residents of Denpasar City who were at least 17 years old, had completed at least senior high school or its equivalent, actively used TikTok, were familiar with Wardah products but had never purchased them, and had previously been exposed to Wardah promotional content on TikTok. The independent variables consisted of celebrity endorser credibility (X_1), brand image (X_2), and price fairness (X_3), whereas the dependent variable was purchase intention (Y). The variables were measured using indicators adopted from previous studies. Purchase intention was measured through product awareness, interest in trying the product, intention to seek price information, and intention to purchase. Celebrity endorser credibility comprised visibility, credibility, attractiveness, and power. Brand image consisted of attributes, benefits, and overall evaluation, while price fairness included perceived price fairness, understanding of price differences, price affordability, and the appropriateness of price relative to product quality (Sugiyono, 2023; Antari & Nurcaya, 2022; Lael & Putra, 2023; Supriyanto & Simamora, 2024; Ulfa & Sari, 2025; Fatmasari & Barusman, 2025; Winata et al., 2025; Valentino & Ekawati, 2025).

The study population comprised residents of Denpasar City who used the TikTok application, were familiar with Wardah cosmetic products, but had never purchased them. The sample size was determined based on 15 research indicators, using the guideline of five to ten respondents per indicator, resulting in a recommended sample size ranging from 75 to 150 respondents. Accordingly, a total of 100 respondents were selected. The sampling technique employed was non-probability sampling using a purposive sampling method based on predetermined criteria. The study utilized both quantitative and qualitative data derived from primary and secondary sources. Primary data were collected through online questionnaires distributed via Google Forms as well as offline questionnaires administered directly to respondents. Secondary data were obtained from scientific journals, books, and other relevant publications and online sources. The research instrument consisted of a questionnaire measured using a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). Prior to the main survey, the instrument was tested for validity and reliability using 30 respondents outside the primary sample. The validity

test indicated that all questionnaire items had Pearson correlation coefficients greater than the critical value of 0.361, confirming that all items were valid. Furthermore, the Cronbach's Alpha coefficients for all variables exceeded the acceptable threshold of 0.60, with values of 0.821 for celebrity endorser credibility, 0.869 for brand image, 0.849 for price fairness, and 0.888 for purchase intention. These results demonstrate that all measurement instruments were reliable and appropriate for use in this study (Sugiyono, 2023).

Data analysis was conducted using both descriptive and inferential statistical analyses with the assistance of the Statistical Package for the Social Sciences (SPSS) for Windows software. Descriptive statistical analysis was employed to describe the characteristics of the data and respondents' perceptions of the research variables, whereas inferential statistical analysis was used to examine the relationships and causal effects among the variables. The inferential analysis consisted of classical assumption tests, multiple linear regression analysis, model feasibility testing (F-test), coefficient of determination (R^2), and hypothesis testing (t-test). The classical assumption tests included the Kolmogorov–Smirnov normality test, the multicollinearity test based on tolerance values and the Variance Inflation Factor (VIF), and the heteroscedasticity test using the Glejser method. Subsequently, multiple linear regression analysis was applied to examine the effects of celebrity endorser credibility (X_1), brand image (X_2), and price fairness (X_3) on purchase intention (Y). The F-test was performed to determine the simultaneous effect of the three independent variables, the coefficient of determination (R^2) was used to assess the model's ability to explain variations in purchase intention, and the t-test was conducted to examine the partial effect of each independent variable on purchase intention using a significance level of 5% (Sugiyono, 2023).

RESULT AND DISCUSSION

Respondent Characteristics

Table 1. Respondent Characteristics

No.	Characteristic	Classification	Number (Persons)	Percentage (%)
1.	Gender	Male	2	2
		Female	98	98
		Total	100	100
2.	Respondent Age	17-20 Years	28	28
		21-25 Years	57	57
		26-30 Years	14	14
		>30 Years	1	1
		Total	100	100
3.	Highest Educational Attainment	Senior High School / Equivalent	51	51

		Diploma	4	4
		Bachelor's Degree	42	42
		Postgraduate Degree	3	3
		Total	100	100
4.	Occupation	Student / University Student	60	60
		Civil Servant	5	5
		Private-Sector Employee	18	18
		Entrepreneur	16	16
		Others	1	1
		Total	100	100
5.	Income / Allowance	< Rp. 1.000.000	25	25
		Rp. 1.000.000 –< Rp. 2.000.000	26	26
		Rp. 2.000.000- <Rp. 3.000.000	24	24
		Rp. 3.000.000 –< Rp. 5.000.000	17	17
		Rp. 5.000.000 – <Rp. 10.000.000	7	7
		≥Rp. 10.000.000	1	1
		Total	100	100

Source: Primary data processed, 2026

Table 1 shows that this study involved 100 TikTok users in Denpasar City who had viewed promotional content for Wardah cosmetics. The majority of respondents were female (98%), aged 21–25 years (57%), and had completed senior high school or an equivalent level of education (51%). Based on occupation, most respondents were students or university students (60%), reflecting the dominance of the younger generation as active TikTok users and the primary target market for Wardah products. In terms of income or allowance, most respondents belonged to the lower-middle-income group, making price fairness an important consideration in their intention to purchase cosmetic products. Overall, the respondents' characteristics were consistent with Wardah's primary market segment on social media and therefore provided a representative overview of the purchase intention behavior of TikTok users in Denpasar City.

Description of Research Variables

Table 2. Description of Research Variables

Mean Score	Category			
	Celebrity Endorser Credibility	Brand Image	Price Fairness	Purchase Intention
1,00 – 1,80	Very Poor	Very Poor	Highly Inappropriate	Very Weak
1,81 – 2,60	Poor	Poor	Inappropriate	Weak
2,61 – 3,40	Fairly Good	Fairly Good	Fairly Appropriate	Fairly Strong
3,41 – 4,20	Good	Good	Appropriate	Strong
4,21 – 5,00	Very Good	Very Good	Highly Appropriate	Very Strong

Source: Primary data processed, 2026

Based on the descriptive analysis results, all research variables received very high assessments from respondents. The purchase intention variable had a mean score of 4.58 (very strong), with the interest in trying the product indicator obtaining the highest score (4.65), indicating respondents' strong tendency to try and subsequently purchase Wardah cosmetic products. The celebrity endorser credibility variable obtained a mean score of 4.60 (very good), with the attractiveness indicator recording the highest score (4.65). Brand image recorded the highest mean score among all variables at 4.77 (very good), with the attribute indicator obtaining the highest score (4.79). Meanwhile, the price fairness variable had a mean score of 4.66 (highly appropriate), with the congruence between price and product quality indicator receiving the highest score (4.76). Overall, these results indicate that respondents held highly positive perceptions of Wardah in terms of celebrity endorser credibility, brand image, price fairness, and purchase intention toward its cosmetic products.

Classical Assumption Tests

1) Normality Test

Table 3. Normality Test Results

Test Statistic	0,079
Asymp. Sig. (2-tailed)	0,125

Source: Primary data processed, 2026

The normality test results presented in Table 3 using the Kolmogorov–Smirnov test show that the significance level was greater than 0.05, namely 0.125. Therefore, the results indicate that the regression model had normally distributed residuals.

2) Multicollinearity Test

Table 4. Multicollinearity Test Results

Variable	Tolerance	VIF
Celebrity Endorser Credibility (X1)	0,614	1,630
Brand Image (X2)	0,752	1,330
Price Fairness (X3)	0,712	1,405

Source: Primary data processed, 2026

The multicollinearity test results presented in Table 4 show that all independent variables had tolerance values > 0.1 and VIF values < 10 , namely celebrity endorser credibility (0.614; VIF = 1.630), brand image (0.752; VIF = 1.330), and price fairness (0.712; VIF = 1.405). These results demonstrate that the regression model in this study did not exhibit symptoms of multicollinearity and was therefore appropriate for further analysis.

3) Heteroscedasticity Test

Table 5. Heteroscedasticity Test Results

Variable	Sig
Celebrity Endorser Credibility (X1)	0,627

Brand Image (X ₂)	0,159
Price Fairness (X ₃)	0,087

Source: Primary data processed, 2026

The results in Table 5 show that the significance value of each independent variable with respect to the absolute residual value (ABS_RES) was greater than 0.05. The celebrity endorser credibility variable (X₁) had a significance value of 0.627 > 0.05, the brand image variable (X₂) had a significance value of 0.159 > 0.05, and the price fairness variable (X₃) had a significance value of 0.087 > 0.05. These results indicate that no symptoms of heteroscedasticity were found in the regression model used in this study.

Multiple Linear Regression Analysis Results

Table 6. Multiple Linear Regression Analysis Results

Model	Unstandardized Coefficients		Standardize d Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.293	1.828		.160	.873
1 Celebrity Endorser Credibility (X ₁)	.297	.099	.265	2.993	.004
Brand Image (X ₂)	.363	.130	.223	2.786	.006
Price Fairness (X ₃)	.394	.077	.423	5.149	.000

a. Dependent Variable: Purchase Intention (Y)

Source: Primary data processed

The multiple linear regression analysis produced the equation $Y = 0.293 + 0.297X_1 + 0.363X_2 + 0.394X_3$, indicating that all independent variables had a positive direction of influence on purchase intention. The celebrity endorser credibility variable had a coefficient of 0.297 with a significance value of 0.004 (<0.05), indicating a positive and significant effect on purchase intention toward Wardah cosmetic products. The brand image variable had a coefficient of 0.363 with a significance value of 0.006 (<0.05), demonstrating a positive and significant effect on purchase intention. Meanwhile, price fairness had the largest coefficient, namely 0.394, with a significance value of 0.000 (<0.05), making it the variable with the strongest positive and significant effect on purchase intention toward Wardah cosmetic products among TikTok users in Denpasar City.

Hypothesis Testing Results

Simultaneous Test Results (F-Test)

Table 7. F-Test Results

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	145.358	3	48.453	37.391	.000 ^b

Residual	124.402	96	1.296
Total	269.760	99	

Source: Primary data processed, 2026

Table 7 shows that the calculated F-value was greater than the F-table value, with a significance level of $0.000 < 0.05$. This indicates that celebrity endorser credibility (X1), brand image (X2), and price fairness (X3) simultaneously influenced purchase intention (Y) toward Wardah cosmetic products on the TikTok application in Denpasar City.

Coefficient of Determination (R²) Test Results

Table 8. Coefficient of Determination (R²) Test Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.734 ^a	.539	.524	1.13835

Source: Primary data processed, 2026

The coefficient of determination (R²) presented in Table 8 was 0.524, indicating that 52.4% of the variation in purchase intention (Y) could be explained by celebrity endorser credibility (X1), brand image (X2), and price fairness (X3), while the remaining 47.6% was influenced by other variables outside the research model.

Hypothesis Test Results (t-Test)

Table 9. t-Test Results

	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.293	1.828		.160	.873
	Celebrity Endorser Credibility (X1)	.297	.099	.265	2.993	.004
	Brand Image (X2)	.363	.130	.223	2.786	.006
	Price Fairness (X3)	.394	.077	.423	5.149	.000

Source: Primary data processed

Based on the t-test results, each independent variable influenced the dependent variable, as explained below:

1) The effect of celebrity endorser credibility (X1) on purchase intention (Y)

The celebrity endorser credibility variable (X1) had a Sig. value of $0.004 < 0.05$. Based on these results, it can be concluded that the hypothesis test accepted H1, indicating that celebrity endorser credibility (X1) had a positive and significant effect on purchase intention toward Wardah cosmetic products (Y) among TikTok users in Denpasar City.

2) The effect of brand image (X2) on purchase intention (Y)

The brand image variable (X₂) had a Sig. value of 0.006 < 0.05. Based on these results, it can be concluded that the hypothesis test accepted H₂, indicating that brand image (X₂) had a positive and significant effect on purchase intention toward Wardah cosmetic products (Y) among TikTok users in Denpasar City.

3) The effect of price fairness (X₃) on purchase intention (Y)

The price fairness variable (X₃) had a Sig. value of 0.000 < 0.05. Based on these results, it can be concluded that the hypothesis test accepted H₃, indicating that price fairness (X₃) had a positive and significant effect on purchase intention toward Wardah cosmetic products (Y) among TikTok users in Denpasar City.

Discussion

The Effect of Celebrity Endorser Credibility (X₁) on Purchase Intention (Y)

Based on the hypothesis testing results, celebrity endorser credibility has a positive and significant effect on purchase intention toward Wardah cosmetic products among TikTok users in Denpasar City. These results indicate that the greater the credibility of the celebrity endorsers used by Wardah, the higher consumers' purchase intention toward Wardah cosmetic products. Therefore, the hypothesis stating that celebrity endorser credibility has a positive and significant effect on purchase intention is accepted. The celebrity endorser credibility variable was categorized as very good, indicating that respondents provided positive assessments of Wardah's celebrity endorsers in terms of visibility, credibility, attractiveness, and power. This condition demonstrates that Wardah's celebrity endorsers are perceived as frequently appearing in TikTok content, possessing honesty and competence in conveying product information, having strong attractiveness, and being capable of influencing consumers' attitudes toward the promoted products. These assessments indicate that the presence of celebrity endorsers serves not merely as an appealing promotional element but also as a source of information that can strengthen consumers' confidence in Wardah products.

This finding is consistent with the consumer behavior model, which explains that celebrity endorsers constitute part of marketing stimuli, particularly in terms of promotion and communication, which are subsequently processed by consumers through perception, emotion, and memory before ultimately forming purchase intention. Exposure to TikTok content featuring Wardah's celebrity endorsers encourages consumers to recognize the products, develop interest, seek further information, and ultimately form a desire to purchase. In other words, celebrity endorser credibility plays a role in strengthening consumers' psychological processes before a purchase decision is made. The alignment between the research findings and the respondents' characteristics is clearly evident, as the majority of respondents were women aged 21–25 years who were students or university students. This group represents the late-adolescent to early-adult segment, which tends to be active on

TikTok, familiar with digital promotional content, and more readily influenced by public figures perceived as attractive, trustworthy, and aligned with their lifestyles. Furthermore, the predominance of respondents with secondary to higher education indicates that they are relatively critical in evaluating promotional content, making credible celebrity endorsers an important factor in shaping confidence and purchase intention toward Wardah cosmetic products.

These findings are consistent with the studies of Milatina, M., & Atmaja, D. R. (2023) and Clara, S., & Aulia, S. (2025), which stated that celebrity endorser credibility has a positive and significant effect on purchase intention. The results of this study strengthen the empirical evidence that public figures perceived as credible by TikTok audiences are capable of encouraging consumers to become more aware of products, develop an interest in trying them, seek price information, and ultimately form an intention to purchase Wardah cosmetic products. In other words, the higher the level of trustworthiness, attractiveness, and influential power of celebrity endorsers on TikTok, the greater consumers' intention to purchase and use Wardah cosmetic products.

The Effect of Brand Image (X₂) on Purchase Intention (Y)

The findings of this study indicate that brand image has a positive and significant effect on purchase intention toward Wardah cosmetic products among TikTok users in Denpasar City. These results demonstrate that the more positive Wardah's brand image is in consumers' minds, the higher their purchase intention toward Wardah cosmetic products. Therefore, the hypothesis stating that brand image has a positive and significant effect on purchase intention is accepted. The brand image variable was categorized as very good, indicating that respondents provided positive assessments of Wardah in terms of its attributes, benefits, and overall evaluation. This condition shows that Wardah is perceived as a cosmetic brand with good product quality, benefits that correspond to consumers' needs, and a favorable overall evaluation. These assessments indicate that Wardah's brand image is formed not only through company claims but also through consumers' perceptions that Wardah products are safe, halal, and suitable for use.

This finding is consistent with the consumer behavior model, in which brand image is formed through experience and exposure to marketing communications, subsequently stored in memory, and then influences perceptions, attitudes, and the process of evaluating alternatives before consumers form purchase intention. Exposure to TikTok content regarding Wardah cosmetic products, whether through advertisements, reviews, or recommendations, contributes to building a positive brand image in consumers' minds. A strong and consistent brand image encourages consumers to feel confident in Wardah's quality and reputation, thereby increasing their interest, willingness to seek further information, and eventual desire to purchase its products. In other words, Wardah's brand image serves as one of the important

factors that strengthens consumers' psychological processes prior to making a purchase decision.

In line with the respondents' characteristics, the findings demonstrate a strong correspondence between the respondent profile and the results obtained, namely women aged 21–25 years who were students or university students. This group represents the late-adolescent to early-adult segment, which tends to be active on TikTok, sensitive to issues of brand image and identity, and more inclined to prefer products perceived as consistent with their lifestyles, values, and personalities. Wardah's image as a halal, safe, and modern cosmetic brand constitutes a distinctive appeal for this segment, particularly for consumers who pay attention to the halal status and safety of the beauty products they use. Furthermore, the predominance of respondents with secondary to higher education indicates that they are relatively critical in assessing brand information and reputation, making a positive brand image a factor that strengthens confidence and purchase intention toward Wardah cosmetic products.

These findings are consistent with the studies of Lael & Putra (2023) and Darmawan et al. (2022), which stated that brand image has a positive and significant effect on purchase intention. The results of this study reinforce the empirical evidence that Wardah's positive brand image on TikTok is capable of encouraging consumers to feel more confident, become interested in seeking information, consider the products, and ultimately form an intention to purchase Wardah cosmetic products. In other words, the stronger and more positive Wardah's brand image is in the minds of TikTok users, the greater consumers' intention to purchase and use Wardah cosmetic products.

The Effect of Price Fairness (X₃) on Purchase Intention (Y)

The findings of this study indicate that price fairness has a positive and significant effect on purchase intention toward Wardah cosmetic products among TikTok users in Denpasar City. These results suggest that when consumers perceive the prices of Wardah products as fair, their tendency to purchase those products increases. Therefore, the hypothesis stating that price fairness has a positive and significant effect on purchase intention is accepted. Descriptively, the price fairness variable was categorized as highly appropriate, indicating that respondents perceived the prices of Wardah products as consistent with the quality and benefits received, affordable, and not excessively burdensome. This is reflected in the positive assessments of the indicators of perceived price fairness, understanding of price differences, price affordability, and congruence between price and product quality, indicating that consumers believed the value they paid was proportionate to the products received.

This finding is consistent with the consumer behavior model and the concept of price fairness, in which prices perceived as fair and commensurate with the value received influence the process of evaluating alternatives and encourage the formation of purchase intention before the actual purchase decision is made. Based on the characteristics of the respondents in this study, price fairness has strong relevance. The majority of respondents were women aged 21–25 years who were students or university students and generally had limited monthly income or allowances, with most earning between Rp1,000,000 and Rp2,000,000 per month. This late-adolescent to early-adult segment tends to be sensitive to price changes and more selective in allocating expenditure for cosmetic products. The perceived fairness of Wardah's product prices, which were considered commensurate with the quality and benefits received, made respondents feel comfortable allocating a portion of their income or allowance to these products. Furthermore, the predominance of respondents with secondary to higher education indicates that they tend to be critical when comparing prices across brands, making perceptions of fair and reasonable prices an important factor in shaping confidence and purchase intention toward Wardah cosmetic products.

These findings are consistent with the studies of Nurfitri et al. (2025), Andriansah et al. (2022), and Masruroh & Indarto (2024), which stated that price fairness has a positive and significant effect on purchase intention. The results of this study strengthen the empirical evidence that when TikTok users in Denpasar City perceive the prices of Wardah cosmetics as fair, affordable, and commensurate with the promised quality and benefits, they become more confident and are encouraged to consider and ultimately form an intention to purchase those products.

CONCLUSION

Based on the research findings presented above, the following conclusions can be drawn:

- 1) Celebrity endorser credibility has a positive and significant effect on purchase intention toward Wardah cosmetic products among TikTok users in Denpasar City. This means that the greater the visibility, credibility, attractiveness, and influential power of the celebrity endorsers used by Wardah in its TikTok content, the higher consumers' purchase intention toward Wardah cosmetic products.
- 2) Brand image has a positive and significant effect on purchase intention toward Wardah cosmetic products among TikTok users in Denpasar City. The more favorable Wardah's brand attributes, benefits, and overall evaluation are in consumers' perceptions, including perceptions of product quality, safety, and halal status, the greater consumers' tendency to form an intention to purchase Wardah cosmetic products.

- 3) Price fairness has a positive and significant effect on purchase intention toward Wardah cosmetic products among TikTok users in Denpasar City. The more Wardah's prices are perceived as fair, affordable, and commensurate with the quality and benefits of its products, the higher consumers' purchase intention toward Wardah cosmetic products.
- 4) Overall, the regression model developed in this study demonstrates that celebrity endorser credibility, brand image, and price fairness jointly explain variations in consumers' purchase intention toward Wardah cosmetic products. Accordingly, this study confirms that Wardah's digital marketing strategy through TikTok, emphasizing the selection of credible celebrity endorsers, the strengthening of brand image, and the establishment of fair prices, plays an important role in encouraging the formation of consumer purchase intention.

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