



*Research Article*

# The Mediating Role of Brand Trust in The Influence of Celebrity Endorser Credibility on Purchase Intention (A Study on Luxcrime Cosmetic Products in Denpasar)

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**Abstract:** The rapid growth of Indonesia's beauty industry has intensified competition among local cosmetic brands, including Luxcrime, which faces challenges in increasing purchase intention among potential consumers. This study aims to examine the mediating role of brand trust in the relationship between celebrity endorser credibility and purchase intention. The research is based on the Stimulus-Organism-Response (SOR) theory, which explains how external stimuli influence internal psychological states and behavioral responses. A quantitative method was used, involving 110 respondents in Denpasar who had never purchased Luxcrime products. Data collection was conducted using questionnaires, and analysis was carried out through path analysis and the Sobel test to assess the mediation effect. The results show that the credibility of celebrity endorsers has a significant positive effect on purchase intention. Additionally, brand trust plays a significant mediating role in strengthening this relationship. The study highlights that credible celebrity endorsers—those seen as trustworthy, attractive, and knowledgeable—can directly influence consumer purchase decisions. More importantly, they can indirectly influence those decisions by increasing consumer trust in the brand. When consumers trust a brand, they are more likely to develop a stronger intention to buy its products. These findings offer theoretical implications by validating the SOR framework in the context of beauty marketing. Practically, they emphasize the importance for cosmetic brands to carefully choose celebrity endorsers with high credibility in order to enhance consumer trust and drive sales. In conclusion, building brand trust through credible celebrity endorsements is an effective marketing strategy for companies like Luxcrime to increase purchase intention, especially in a competitive and saturated market like the beauty industry.

**Keywords:** Brand trust; Celebrity endorser credibility; Consumer perception; Marketing strategy; Purchase intention.

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## 1. Introduction

The beauty and personal care industry in Indonesia has experienced significant growth in recent years, driven by shifting consumer preferences, the rise of local brands, and the increasing influence of digital marketing. Local cosmetics brands, such as Luxcrime, have gained considerable market attention due to their affordability, product innovation, and alignment with local consumer values (Statista, 2024; Indonesia.Go.Id, 2024). However, intense market competition and the rapid proliferation of similar brands have created challenges in building consumer loyalty and increasing purchase intention, especially among first-time or undecided buyers.

To address these challenges, many brands have adopted celebrity endorsement as a strategic marketing tool. Celebrity endorsers, particularly beauty influencers with strong digital presence, are believed to influence consumer perceptions and behaviors due to their perceived trustworthiness, expertise, and attractiveness (Kotler et al., 2022; Lee, 2021). Prior research has shown varying results regarding the effectiveness of celebrity endorser credibility on purchase intention. While several studies reported a significant positive influence (Novitasari et al., 2022; Dewi & Widagda, 2024), others found no substantial impact (Hanaya & Maulana, 2024; Kusdayanti & Nugroho, 2023), revealing an empirical gap.

One possible explanation for these inconsistent findings is the mediating role of brand trust, which reflects the psychological confidence consumers have in a brand's reliability and integrity (Huo et al., 2022; Sari et al., 2022). Trust can act as a cognitive-emotional bridge that connects external stimuli (celebrity endorsement) to behavioral responses (purchase intention), as suggested by the Stimulus-Organism-Response (SOR) theory (Mehrabian & Russell, 1974; Talwar et al., 2022). Despite increasing attention to brand trust in marketing research, there is still limited empirical evidence exploring its mediating role within the context of Indonesia's local beauty industry.

This study aims to investigate the extent to which brand trust mediates the effect of celebrity endorser credibility on purchase intention in the context of Luxcrime cosmetics, particularly among potential consumers in Denpasar, Indonesia. By applying the SOR framework, this study not only re-examines the direct impact of celebrity endorser credibility on purchase intention but also explores how trust in the brand serves as an internal mechanism influencing consumer decision-making.

This study contributes in several key ways:

- It empirically tests the mediating role of brand trust, addressing inconsistencies in previous findings.
- It extends the application of the SOR theory in the domain of beauty product marketing in emerging markets.
- It offers practical insights for marketers and brand managers on how to optimize celebrity endorsement strategies to enhance trust and drive purchase intention.

The rest of this paper is organized as follows. Section 2 reviews the theoretical background and formulates the research hypotheses. Section 3 details the research methodology. Section 4 presents and discusses the findings. Section 5 provides conclusions and practical implications, followed by suggestions for future research.

## 2. Preliminaries or Related Work or Literature Review

The SOR theory, originally introduced by Mehrabian and Russell in 1974, posits that individuals respond to environmental stimuli through a process that involves internal evaluation before exhibiting a final behavior. In marketing, this framework has been instrumental in understanding how various external influences such as advertising, digital media, and celebrity endorsements affect consumer attitudes and decision-making processes (Talwar et al., 2022; Jayanti and Tasrim, 2022).

In this study, the stimulus is conceptualized as the credibility of a celebrity endorser. This credibility typically includes trustworthiness, expertise, and physical attractiveness, all of which shape the consumer's perception of the brand being promoted (Lee, 2021). The organism component refers to brand trust, which encompasses the consumer's belief in the brand's reliability, safety, and ability to meet expectations (Sari et al., 2022; Dewi and Widagda, 2024). The response is the consumer's intention to purchase the product, a behavioral indicator that reflects both rational evaluation and emotional connection (Kotler et al., 2024; Ho Nguyen et al., 2022).

By using the SOR framework, this study enables a deeper understanding of how marketing stimuli are processed internally by consumers before influencing purchasing behavior. Although the theory has been applied in various domains, its use in examining the psychological mechanisms behind celebrity endorsement in local cosmetic branding remains limited.

### 2.1 Stimulus-Organism-Response (SOR) Theory in Marketing Context

The Stimulus-Organism-Response (SOR) theory, introduced by Mehrabian and Russell in 1974, provides a conceptual lens through which to examine the psychological mechanisms behind consumer behavior. According to the model, environmental stimuli (S) influence

internal cognitive or emotional processes (O), which subsequently drive behavioral responses (R). This model has been widely adapted in marketing research to explain how consumers process external cues such as advertising appeals, product packaging, online reviews, and social media content before arriving at a decision to act.

In the context of this study, the stimulus is conceptualized as the credibility of a celebrity endorser, which is composed of three dimensions: trustworthiness, expertise, and physical attractiveness. These dimensions significantly shape consumer perceptions of the brand being promoted (Lee, 2021). When an endorser is perceived as authentic and competent, consumers are more likely to form positive impressions of the associated brand.

The organism, or internal processing stage, is represented by brand trust. Brand trust reflects a consumer's belief that the brand will consistently deliver on its promises, offer safety in consumption, and maintain quality over time. It reduces uncertainty and serves as a key emotional filter through which external information is evaluated (Sari et al., 2022; Dewi and Widagda, 2024).

The response in this framework is the consumer's purchase intention. This behavioral outcome encapsulates both the rational evaluation of product utility and the emotional connection formed through brand association. Purchase intention is not merely a result of exposure to persuasive messages but is influenced by the psychological states triggered by the initial stimulus (Kotler et al., 2024; Ho Nguyen et al., 2022).

By applying the SOR model, this study offers a structured framework to investigate how endorsement credibility is translated into actionable consumer behavior through trust-building mechanisms. While the SOR model has been employed in various domains—such as e-commerce (Talwar et al., 2022), environmental marketing (Jayanti and Tasrim, 2022), and experiential branding—its application in the realm of local influencer marketing for beauty products remains underexplored. Thus, this study provides an opportunity to expand the boundaries of SOR theory by contextualizing it within the behavioral patterns of digitally native, urban Indonesian consumers.

## 2.2 Previous Research and Identified Gaps

Over the past decade, celebrity endorsement has remained a dominant strategy in consumer-facing industries, particularly within the fashion, beauty, and lifestyle sectors. Numerous studies have confirmed that endorser credibility positively influences purchase intention. For example, Novitasari et al. (2022), Dewi and Widagda (2024), and Br et al. (2023) found that endorsers who are perceived as trustworthy, knowledgeable, and attractive can significantly boost consumer interest in a product and drive purchase-related decisions. These studies align with the idea that celebrity figures serve as heuristic cues, enabling consumers to make quicker evaluations of product value and brand credibility.

However, the literature is not without contradictions. Studies such as Hanaya and Maulana (2024) and Kusdayanti and Nugroho (2023) reported insignificant or even non-existent effects of celebrity endorser credibility on consumer purchase intention. These inconsistencies raise important theoretical questions regarding the conditions under which endorsements succeed or fail. One possible explanation is the omission of key psychological mediators, such as brand trust, that may influence the effectiveness of endorsements.

Brand trust has emerged as a central construct in explaining why some endorsements lead to purchase behavior while others do not. Trust reduces the perceived risk of purchasing and enhances confidence in product performance, especially in industries where quality is difficult to assess prior to consumption—such as cosmetics. Studies by Tanjung and Keni (2022), Nuraida et al. (2022), and Dewi and Widagda (2024) found that brand trust significantly mediates the relationship between celebrity endorser credibility and purchase intention, thereby adding complexity to the linear view of influence.

Nonetheless, contradictory evidence still exists. Ningsih and Muzdalifah (2024), as well as Wijaya and Keni (2022), found that brand trust did not significantly mediate the relationship in their respective models. These discrepancies suggest that contextual variables—such as brand familiarity, consumer involvement, market segment, and cultural factors—may moderate the effectiveness of trust as a mediator. Therefore, a more context-sensitive exploration is necessary to clarify the dynamics of endorsement effectiveness.

A further limitation in the existing body of work is the overreliance on studies that focus on global brands or generalized consumer populations. Many researchers have examined these constructs within international luxury brands or Western-centric frameworks, which may not translate seamlessly to local or regional markets. Few studies have explicitly

investigated how celebrity endorsement affects consumer behavior in the context of local Indonesian cosmetic brands, particularly those targeting digitally active, urban youth segments in specific regions such as Denpasar.

This lack of contextual grounding presents a critical gap in the literature. By focusing on Luxcrime, a rising Indonesian cosmetic brand that actively engages with local beauty influencers, this study aims to generate insights that are culturally relevant and practically applicable for brand managers in emerging markets. It bridges the theoretical gap in the endorsement–trust–intention relationship and contributes to the localization of global marketing theories.

In summary, although significant progress has been made in understanding the role of celebrity endorsers and brand trust in shaping consumer behavior, important theoretical and contextual gaps remain. This study advances the field by applying the SOR framework to a specific, underrepresented market segment and highlighting the psychological processes that underlie endorsement effectiveness in the Indonesian beauty industry.

### 3. Proposed Method

This study employs a quantitative research design with a casual-associative approach, aiming to examine the direct and indirect influence of celebrity endorser credibility on purchase intention through the mediating role of brand trust. The theoretical foundation is based on the Stimulus-Organism-Response (SOR) model, which informs the construction of hypotheses and the overall research framework.

Data were collected using a structured questionnaire distributed online to a sample of 110 potential consumers of Luxcrime cosmetics in Denpasar. The sampling method used was non-probability purposive sampling, with inclusion criteria ensuring respondents had never purchased Luxcrime before but were familiar with cosmetic products promoted by celebrity influencers.

The analysis technique applied was path analysis, accompanied by a Sobel test to verify the mediation effect. The research followed several key steps, as described in Algorithm 1.

#### 3.1 Algorithm/Pseudocode

<b>Tabel 1.</b> Procedur for Testing Mediation Effect of Brand Trust
INPUT: Responses for celebrity endorser credibility, brand trust, and purchase intention OUTPUT: Direct effect, indirect effect, total effect, and significance of mediation 1: Validate instrument items (validity and realibility tests for all indicators). 2: Test classical assumptions (normality, multicollinearity, heteroscedasticity). 3: Estimate three regression equations. 4: Compute the indirect effect ( $\beta_1 \times \beta_4$ ) and total effect ( $\beta_2 + (\beta_1 \times \beta_4)$ ). 5: Apply the Sobel test to assess the significance of mediation. 6: Interpret results and conclude mediation type (partial or full).

#### 3.2 Variable Operationalization and Indicators

The research constructs were measured using multiple indicators adapted from prior validated studies:

- Celebrity Endorser Credibility (X):
  - Trustworthiness
  - Expertise
  - Attractiveness
- Brand Trust (M):
  - Brand credibility
  - Brand reliability
  - Brand safety
  - Brand expectation
- Purchase intention (Y):
  - Promoted
  - Required product
  - Desire to use
  - Seek information

- Consider buying

All items were rated on a 5-point Likert scale, ranging strongly disagree to strongly agree.

### 3.3 Mathematical Formulation of Mediation

To estimate the mediayion effect, the following regression equations were used:

$$Y = \beta_1 X + e_1 \quad (1)$$

$$M = \beta_2 X + e_2 \quad (2)$$

$$Y = \beta_4 X + \beta_3 M + e_3 \quad (3)$$

Where X represents celebrity endorser credibility, M is band trust, and Y is purchase intention. The Mediation effect is calculated as the product of  $\beta_2$  and  $\beta_3$ . The Sobel test statistic is computed as follows:

$$Z = \frac{ab}{\sqrt{b^2 sa^2 + a^2 sb^2 + sa^2 sb^2}} \quad (4)$$

A Z-value is greater than 1.96 at ( $\alpha = 0.05$ ) indicates significant mediation.

### 3.4 Data Analysis Workflow

The following steps summarize the analytical procedure applied in this study:

- Conduct descriptive analysis of respondent demographics and variable scores
- Test instrument validity using Pearson's correlation and reliability using Cronbach's alpha
- Test classical assumptions to ensure model robustness
- Perform path analysis to estimate the direct and indirect effects
- Use the Sobel test to determine the significance of the mediating effect
- Draw conclusions based on hypothesis testing outcomes.

This step-by-step methodology ensures clarity in identifying the causal relationship between celebrity endorser credibility and purchase intention, as well as the role of brand trust as a mediating variable.

## 4. Results and Discussion

This section presents the empirical findings of the study, which are structured into: hardware and software used, dataset characteristics, initial data validation, path analysis results, Sobel test output, and an in-depth discussion of the findings in relation to the research hypotheses.

### 4.1 Hardware, Software, and Dataset

The study utilized a Windows-based PC with Intel Core i5 processor and 8GB RAM. For statistical processing, IBM SPSS Statistics version 25.0 was employed. The dataset was obtained through an online survey involving 110 respondents who matched the predetermined sample criteria. These respondents were potential customers of Luxcrime in Denpasar, who had never purchased Luxcrime products before, but were familiar with celebrity-endorsed beauty brands..

### 4.2 Descriptive Statistics and Demographics

An overview of the respondent profiles is presented in Table 1. The sample comprised 110 respondents selected using purposive sampling, targeting individuals familiar with or exposed to cosmetic content through social media platforms. The descriptive demographic data help contextualize the behavioral tendencies and preferences of the study participants, particularly in relation to celebrity endorsement and brand perception in the beauty industry.

The majority of respondents were female (91.8 percent), reflecting the gender profile most associated with cosmetic consumption. In terms of age distribution, 61.8 percent were

between 17 and 22 years old, representing Generation Z and young Millennials, who are considered digital natives and highly active on social media. This demographic alignment is relevant, as these cohorts are known to be more responsive to online endorsements and influencer-driven marketing campaigns.

Regarding education, 59.1 percent of participants were students, suggesting a relatively high level of education and media literacy. This factor may influence how respondents interpret the credibility of endorsers and process branding messages. Most notably, the majority of participants were students with relatively limited monthly allowances (29.1 percent received less than Rp1,000,000), which may affect their purchasing decisions and responsiveness to celebrity endorsements in the beauty sector.

These demographic characteristics not only justify the focus of the study on Luxcrime's marketing strategy but also align with existing literature suggesting that younger, digitally engaged consumers are more likely to form brand-related attitudes based on influencer credibility.

**Table 2.** Respondent Demographics.

Category	Frequency	Percentage
Gender: Female	101	91.8%
Age: 17-22	68	61.8%
Education: Highschool	56	50.9%
Occupation: Student	65	59.1%
Allowance: <Rp1.000.000	32	29.1%

### 4.3 Instrument Validation and Reliability Testing

All indicators passed validity testing using Pearson correlation ( $r > 0.30$ ) and were deemed significant at  $\alpha = 0.05$ . Cronbach's alpha values exceeded the minimum threshold of 0.70 for all variables:

**Table 3.** Reliability Testing Results

Variable	Crobach's Alpha
Celebrity Endorser Credibility	0.758
Brand Trust	0.858
Purchase Intention	0.849

This confirms the internal consistency and reliability of the measurement instruments.

### 4.4 Classical Assumption Testing

Prior to conducting the path analysis, classical assumption tests were performed to verify the appropriateness of the data for linear regression modeling. The results confirmed that all assumptions were satisfactorily met, as outlined below:

- **Normality:** Normality was assessed using both statistical tests and visual tools. The Kolmogorov–Smirnov test produced p-values greater than 0.05, indicating that the residuals followed a normal distribution. Visual inspection of the histogram and the normal P–P plot of standardized residuals further confirmed the assumption of normality.
- **Multicollinearity:** To test for multicollinearity, the Variance Inflation Factor (VIF) and tolerance values were examined. All independent variables showed VIF values below 10 and tolerance values above 0.10, confirming that multicollinearity was not present in the regression model.
- **Heteroscedasticity:** The Glejser test was employed to detect potential heteroscedasticity. This test involved regressing the absolute residuals on each independent variable. The results revealed that all significance values (p-values) were greater than 0.05, suggesting that the variance of the residuals was constant and that heteroscedasticity was not a problem.

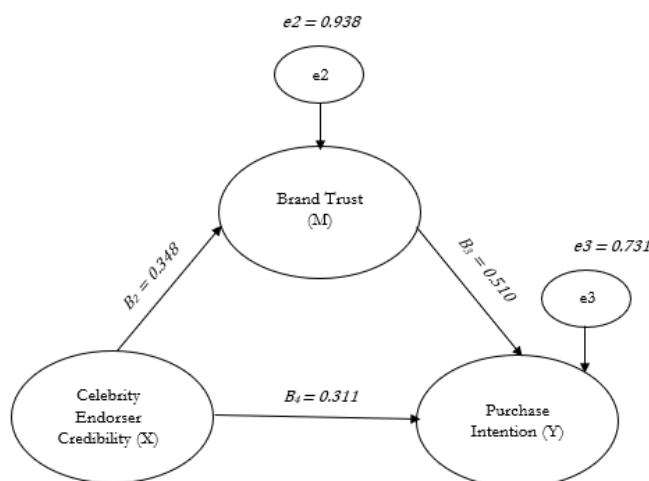
In conclusion, the dataset satisfied all classical assumptions required for valid path analysis. This provides a strong statistical foundation for the subsequent hypothesis testing and structural model interpretation.

## 4.5 Path Analysis Results

Path analysis was conducted to examine the direct and indirect relationships among variable. Results are presented in Table 3 and illustrated in Fig. 1

**Table 4.** Path Coefficients and Significants.

Relationship	Coefficient	p-value
CEC - BT	0.348	<0.001
CEC - PI	0.488	<0.001
BT - PI	0,510	<0.001



**Figure 1.** Path Diagram of the Model

The results of the path analysis confirmed all three hypotheses proposed in the study. First, celebrity endorser credibility was found to have a significant positive effect on brand trust with a standardized coefficient of  $\beta = 0.348$  and a p-value less than 0.05. This indicates that the perceived expertise, attractiveness, and trustworthiness of the celebrity used in Luxcrime's marketing strategy meaningfully enhanced consumer trust in the brand.

Second, celebrity endorser credibility was also found to have a direct and significant effect on purchase intention, with  $\beta = 0.488$  and a p-value below the 0.05 threshold. This implies that consumers are more likely to consider purchasing Luxcrime products when they perceive the endorsing celebrity to be credible, regardless of their level of brand trust.

Third, brand trust was found to significantly influence purchase intention, with a path coefficient of  $\beta = 0.510$ . This suggests that trust in the brand serves as a crucial driver of consumer decision-making behavior. Consumers who feel confident in the quality, consistency, and authenticity of a brand are more inclined to make purchasing decisions in its favor.

## 4.6 Sobel Test for Mediation

$$Z = \frac{ab}{\sqrt{b^2sa^2 + a^2sb^2 + sa^2sb^2}} \quad (1)$$

To examine the mediating role of brand trust, the study employed the Sobel test. The test produced a Z-value of 2.54, which exceeds the critical value of 1.96 at a 95 percent confidence level, thereby confirming that brand trust significantly mediates the relationship between celebrity endorser credibility and purchase intention.

This finding supports the psychological mechanism suggested in the Stimulus-Organism-Response (SOR) theoretical model, wherein celebrity endorser credibility acts as the stimulus, brand trust represents the organism or internal processing stage, and purchase intention serves as the behavioral response. In other words, the impact of an endorser's

credibility is transmitted through the consumer's internal trust in the brand before resulting in actual purchase intention.

#### 4.7 Discussion of Findings

The results provide clear support for the proposed hypotheses and contribute to the growing body of literature on influencer marketing and consumer behavior. These findings align with those of Dewi and Widagda (2024), Novitasari et al. (2022), and Tanjung and Keni (2022), who also identified brand trust as a crucial intermediary in the relationship between endorser credibility and purchase-related outcomes. However, this study distinguishes itself by applying the model to Luxcrime, a domestic cosmetic brand, thus offering novel insights into the behavior of Gen Z and millennial consumers in the Indonesian beauty market.

The significance of both direct and indirect effects suggests a dual pathway by which endorsements operate. On one hand, a credible celebrity figure can directly influence consumer intention through perceived authority and admiration. On the other hand, a more profound and sustainable route occurs when credibility translates into trust, which then leads to purchase intention.

This highlights a strategic implication for marketers: it is not sufficient to merely use high-profile endorsers for short-term exposure. The selection of endorsers must be grounded in alignment with brand values and authenticity to foster long-term trust. When celebrity credibility is leveraged to build and reinforce brand trust, the impact on consumer behavior is significantly stronger.

From a managerial standpoint, the results offer important implications for marketing strategy. First, the use of celebrity endorsers should not be based solely on popularity or reach but should consider the congruence between the endorser's image and the brand's positioning. Endorsers who reflect the brand's values and communicate authenticity are more likely to generate trust among consumers.

Second, marketers should invest in long-term relationships with endorsers and develop narratives that go beyond one-off promotions. This fosters emotional connections and reinforces brand trust over time. Incorporating transparent communication, consistent product quality, and relatable brand storytelling alongside influencer campaigns can enhance the effectiveness of marketing efforts.

Lastly, given the high level of significance observed in the mediating role of brand trust, marketing strategies that focus solely on exposure metrics such as impressions and reach may overlook deeper psychological processes that actually drive purchase behavior. Trust-building mechanisms, including customer reviews, behind-the-scenes content, and values-based branding, can complement celebrity endorsement to maximize impact.

Theoretically, this research contributes to the refinement of the SOR framework in the context of consumer behavior and influencer marketing. It reinforces the idea that consumer responses to external stimuli are not automatic but are filtered through cognitive and emotional processes such as trust evaluation. By empirically validating the mediating role of brand trust, the study strengthens the case for integrating psychological variables into marketing models that rely on social endorsement strategies.

The findings also raise important questions for future investigation, such as the role of message congruity, parasocial interaction, and authenticity in enhancing or moderating the endorsement–trust–intention pathway.

#### 5. Comparison

This study contributes to the growing body of literature on celebrity endorsement and consumer behavior by offering a more contextually grounded and theoretically structured analysis. Compared to prior studies, the current research provides a more specific focus on a local Indonesian cosmetic brand, Luxcrime, and utilizes the Stimulus-Organism-Response (SOR) framework to test both direct and mediated effects.

Previous studies such as Dewi and Widagda (2024) and Tanjung and Keni (2022) have explored similar constructs, examining the role of celebrity endorser credibility in influencing purchase behavior. Both studies found that brand trust serves as a significant mediator, though they focused on different industries—namely skincare and fashion e-commerce. However, these studies did not analyze local brands specifically nor highlight the strategic importance of trust within the Indonesian beauty market.

Other works, such as that of Novitasari et al. (2022), emphasized the attributes of beauty influencers, such as attractiveness and trustworthiness, in shaping purchase intention. While



their findings support the influence of endorser traits, the study lacked the inclusion of mediating psychological constructs like brand trust, thus providing only a partial explanation of the decision-making process.

In contrast, Hanaya and Maulana (2024) found no significant effect of celebrity credibility on purchase intention. This contradiction reinforces the necessity of identifying potential mediators, as the absence of such variables may obscure the true relationship between endorsement and behavior.

What distinguishes the current study is the empirical confirmation that brand trust fully mediates the relationship between celebrity endorser credibility and purchase intention. This suggests that without cultivating consumer trust, even a credible endorser may not be sufficient to generate actual buying interest. Such insight is especially valuable for local brands seeking to compete with international players by leveraging influencer marketing strategies.

Furthermore, the application of both path analysis and the Sobel test provides a robust methodological foundation. While prior studies often relied on single-stage regression or basic correlation, this research ensures that mediation is statistically tested and confirmed.

In summary, this study advances the literature by:

- Focusing on a local brand context in an emerging market
- Testing the SOR framework comprehensively
- Providing empirical evidence for full mediation by brand trust
- Enhancing methodological rigor through structured mediation testing.

These contributions position the research as both theoretically relevant and practically useful for marketers aiming to optimize the effectiveness of celebrity endorsements.

## 6. Conclusions

This study examined the effect of celebrity endorser credibility on purchase intention toward Luxcrime cosmetic products, with brand trust acting as a mediating variable. Based on the Stimulus-Organism-Response (SOR) theoretical framework, the research applied a quantitative approach using path analysis and the Sobel test, with data collected from 110 respondents in Denpasar.

The main findings indicate that celebrity endorser credibility has a significant positive effect on both brand trust and purchase intention. More importantly, brand trust was found to fully mediate the relationship between endorser credibility and purchase intention. This suggests that while a credible celebrity can positively influence consumer attitudes, it is the trust in the brand that ultimately converts this influence into an intention to purchase.

These results support the initial hypotheses and align with the research objectives, offering a clear synthesis of how external stimuli and internal evaluations shape consumer behavior. The study contributes to the theoretical development of the SOR model by emphasizing the psychological pathway that connects influencer credibility with consumer decision-making. In a practical sense, the research highlights the need for marketing strategies that not only select the right public figure but also ensure that endorsements reinforce trust in the brand being promoted.

The contribution of this study lies in its focus on a local Indonesian brand and its relevance to the growing market of Gen Z and millennial consumers. Methodologically, the combination of path analysis and mediation testing provides a reliable framework for future consumer behavior studies.

However, the research has several limitations. The sample was limited to a specific city and demographic profile, which may not reflect the wider consumer population. The study also focused on a single product category, which may affect the generalizability of the results.

Future research could explore similar models in other industries, expand the sample across diverse regions, or examine additional mediators such as emotional branding or brand experience. Longitudinal studies may also help capture how trust evolves over time in response to repeated exposure to celebrity endorsements.

In conclusion, this study demonstrates the critical role of brand trust in transforming celebrity credibility into meaningful purchase intent and offers practical guidance for marketers seeking to build stronger connections with their target audiences.

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Writing—review and editing: S.P.D. and N.W.E.; Visualization: S.P.D.; Supervision: N.W.E.;  
Project administration: S.P.D.; Funding acquisition: N.W.E.

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